LEARN. IMPLEMENT. GROW.

DIGITAL MARKETING

MASTERCLASS

Master Strategies. Drive Results. Build Your Future.

STRATEGIZE
Smart Planning

EXECUTE
Take Action

ANALYZE
Measure Results

GROW
Scale Your Success

CONTENT MARKETING
SEO
GOOGLE ADS
SOCIAL MEDIA
PPC ADVERTISING
YOUTUBE MARKETING
ANALYTICS
EMAIL MARKETING
Digital Marketing Overview
Website Traffic
25,680
+12.5%
Conversions
3,412
+18.6%
Top Channels
Organic Search
Social Media
Paid Search
Direct
Email
Campaign Performance
ROI
4.35x

REAL SKILLS. REAL PROJECTS. REAL IMPACT.

DIGITAL MARKETING COURSE CONTENT

01 Digital Marketing Fundamentals

02 SEO (On-Page, Off-Page, Technical, Local)

03 Keyword Research & SEO Tools

04 Google Search Console

05 Google Analytics

06 Google Ads & PPC

07 Social Media Marketing

08 Content Marketing

09 Email Marketing

10 Marketing Automation

11 Analytics & KPIs

12 AI in Digital Marketing

13 Future Trends

14 Career Opportunities

DIGITAL MARKETING

STRATEGY | ANALYTICS | GROWTH

SEO

CONTENT MARKETING

EMAIL MARKETING

GOOGLE ADS

PPC ADVERTISING

ANALYTICS

SOCIAL MEDIA MARKETING

Welcome everyone to this Digital Marketing Masterclass. In this presentation, we'll explore the key components of digital marketing, including SEO, Google Ads, PPC, social media marketing, content marketing, email marketing, web analytics, and artificial intelligence. You'll learn how these channels work together to increase online visibility, generate leads, and grow businesses.

GOOGLE ADS PERFORMANCE

Clicks

3,245

▲ 15.4%

Cost

$1,250 ▼ 5.6%

Conversions

320 ▲ 20.5%

- SMART TARGETING
- PREDICTIVE ANALYTICS
- CONTENT OPTIMIZATION
- AUTOMATION

STRATEGY
Data-driven strategies for better results

ANALYTICS
Real-time insights and reporting

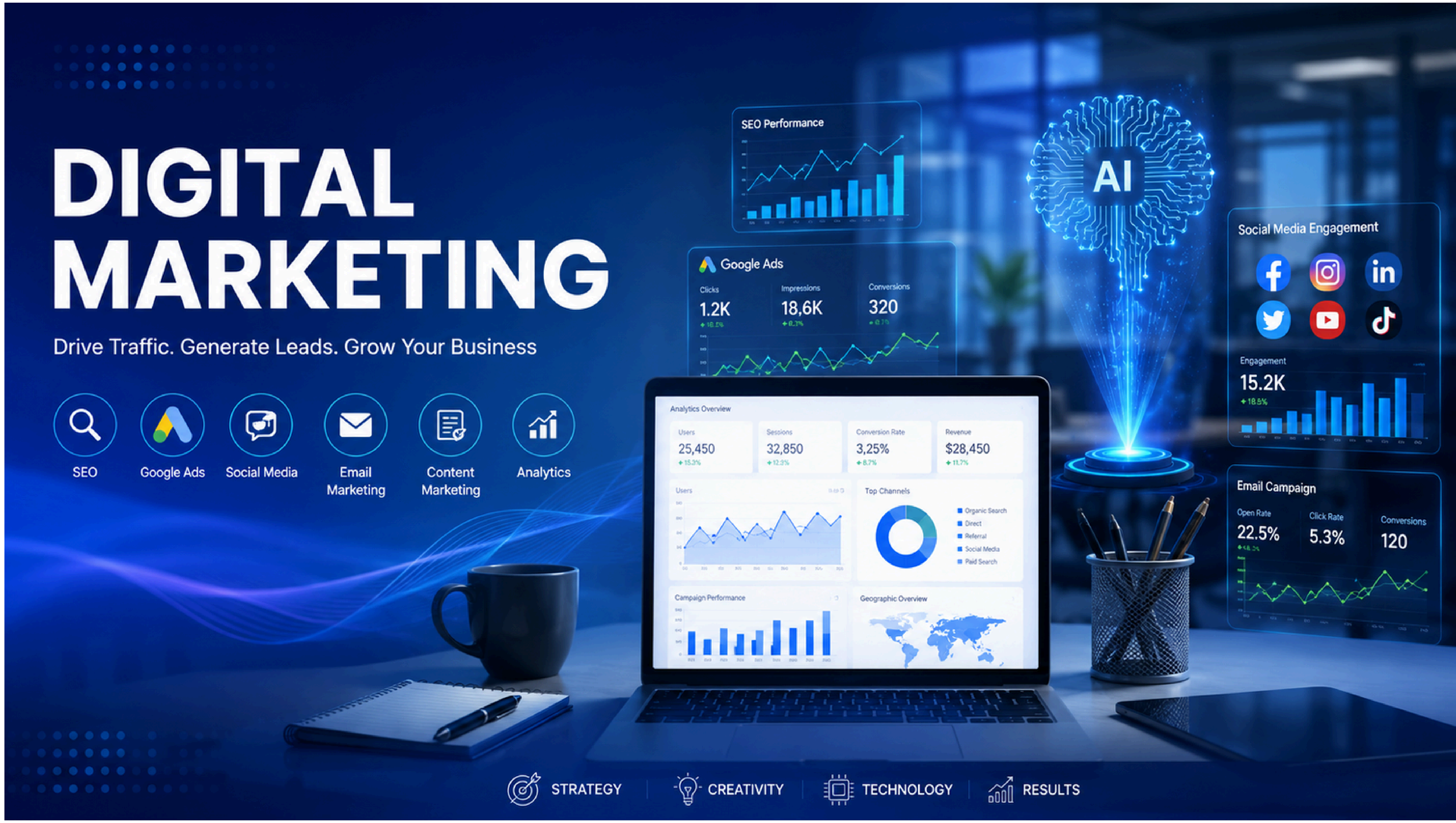
GROWTH
Scaling your business with digital power

ROI FOCUSED
Maximize ROI with smart marketing

RESULTS
Measurable results, real business impact

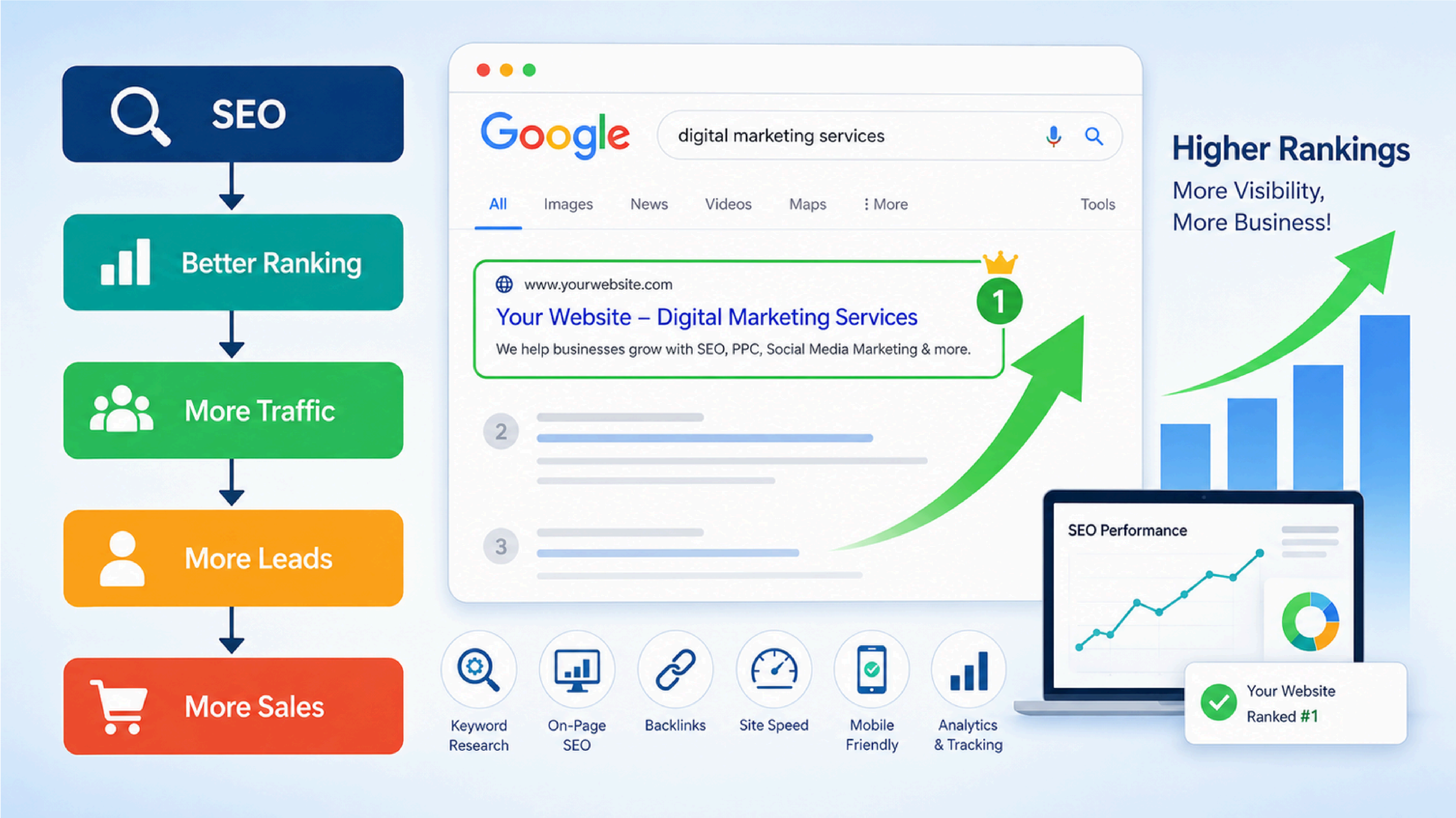
What is Digital Marketing ?

Digital marketing involves promoting products and services using online platforms. It enables businesses to connect with their target audience through websites, search engines, social media, email, and paid advertisements. Compared to traditional marketing, it offers better targeting, measurable results, and often a higher return on investment.


DIGITAL MARKETING
Drive Traffic. Generate Leads. Grow Your Business
SEO
Google Ads
Social Media
Email Marketing
Content Marketing
Analytics
SEO Performance
Google Ads
Clicks
1.2K
Impressions
18,6K
Conversions
320
AI
Social Media Engagement
Engagement
15.2K
+18.5%
Analytics Overview
Users
25,450
Sessions
32,850
Conversion Rate
3,25%
Revenue
$28,450
Users
Top Channels
Organic Search
Direct
Referral
Social Media
Paid Search
Campaign Performance
Geographic Overview
Email Campaign
Open Rate
22.5%
Click Rate
5.3%
Conversions
120
STRATEGY
CREATIVITY
TECHNOLOGY
RESULTS

What is SEO?

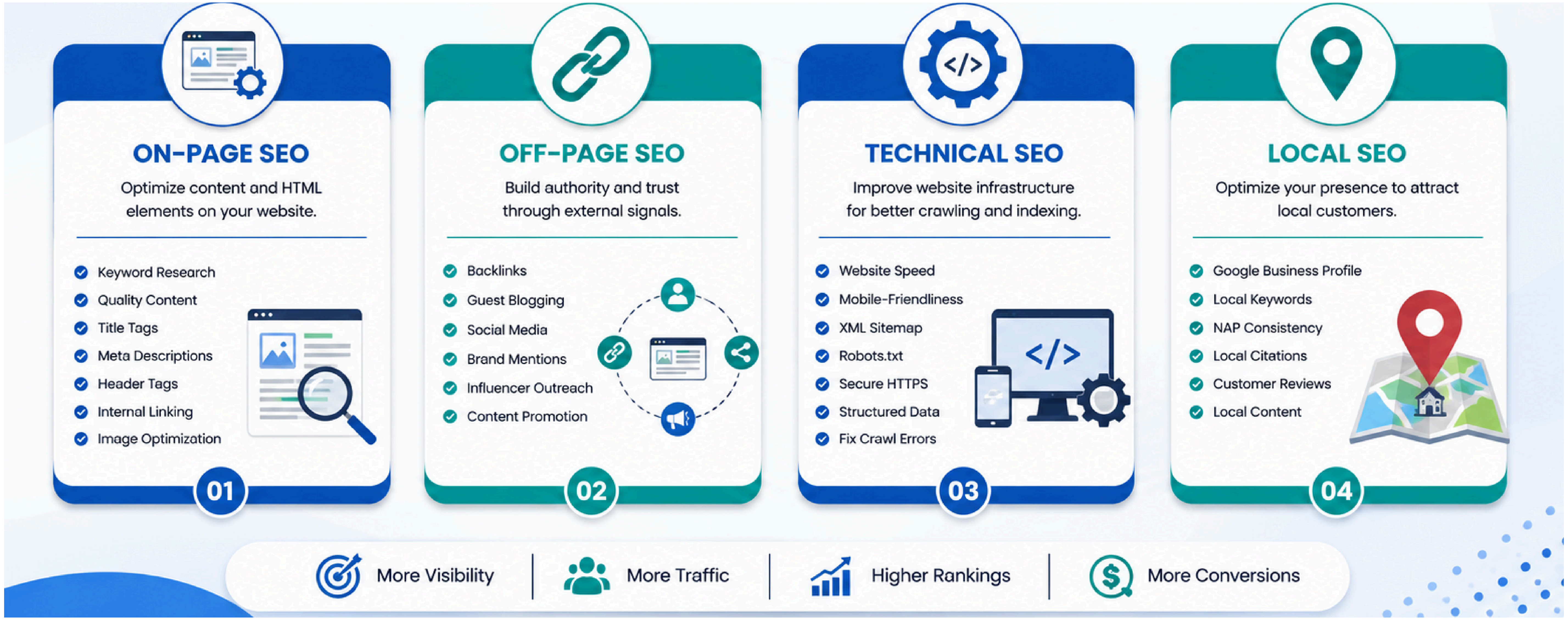
SEO helps websites rank higher on search engines like Google. By optimizing content, technical performance, and authority, businesses can attract users who are actively searching for their products or services. SEO is a long-term strategy that builds sustainable traffic.


SEO
Better Ranking
More Traffic
More Leads
More Sales
Google
digital marketing services
All
Images
News
Videos
Maps
⋮ More
Tools
www.yourwebsite.com
Your Website – Digital Marketing Services
1
2
3
Keyword Research
On-Page SEO
Backlinks
Site Speed
Mobile Friendly
Analytics & Tracking
Higher Rankings
More Visibility, More Business!
SEO Performance
Your Website Ranked #1

We help businesses grow with SEO, PPC, Social Media Marketing & more.

Types of SEO?

SEO consists of multiple disciplines. On-page SEO focuses on content and HTML optimization. Off-page SEO builds authority through backlinks. Technical SEO ensures websites are fast and accessible. Local SEO helps businesses appear in location-based searches.



ON-PAGE SEO

Optimize content and HTML elements on your website.

- ✓ Keyword Research
- ✓ Quality Content
- ✓ Title Tags
- ✓ Meta Descriptions
- ✓ Header Tags
- ✓ Internal Linking
- ✓ Image Optimization

01

OFF-PAGE SEO

Build authority and trust through external signals.

- ✓ Backlinks
- ✓ Guest Blogging
- ✓ Social Media
- ✓ Brand Mentions
- ✓ Influencer Outreach
- ✓ Content Promotion

02

TECHNICAL SEO

Improve website infrastructure for better crawling and indexing.

- ✓ Website Speed
- ✓ Mobile-Friendliness
- ✓ XML Sitemap
- ✓ Robots.txt
- ✓ Secure HTTPS
- ✓ Structured Data
- ✓ Fix Crawl Errors

03

LOCAL SEO

Optimize your presence to attract local customers.

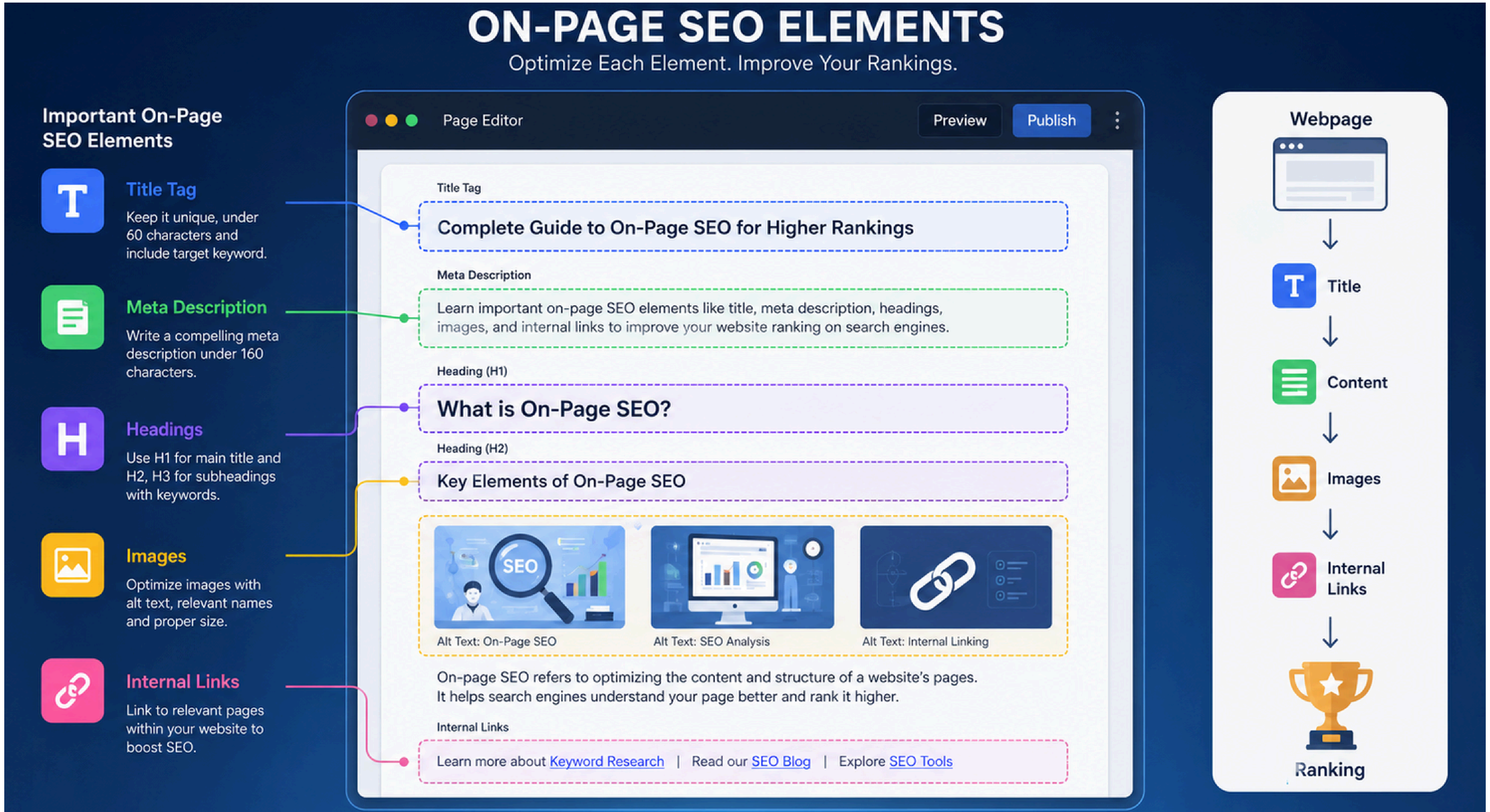
- ✓ Google Business Profile
- ✓ Local Keywords
- ✓ NAP Consistency
- ✓ Local Citations
- ✓ Customer Reviews
- ✓ Local Content

04

More Visibility | More Traffic | Higher Rankings | More Conversions

On- Page SEO

On-page SEO improves individual web pages to increase relevance for target keywords. Well-structured content, optimized images, descriptive headings, and internal links help search engines understand the page while improving the user experience.



ON-PAGE SEO ELEMENTS

Optimize Each Element. Improve Your Rankings.

Important On-Page SEO Elements

Title Tag
Keep it unique, under 60 characters and include target keyword.

Meta Description
Write a compelling meta description under 160 characters.

Headings
Use H1 for main title and H2, H3 for subheadings with keywords.

Images
Optimize images with alt text, relevant names and proper size.

Internal Links
Link to relevant pages within your website to boost SEO.

Title Tag
Complete Guide to On-Page SEO for Higher Rankings

Meta Description
Learn important on-page SEO elements like title, meta description, headings, images, and internal links to improve your website ranking on search engines.

Heading (H1)
What is On-Page SEO?

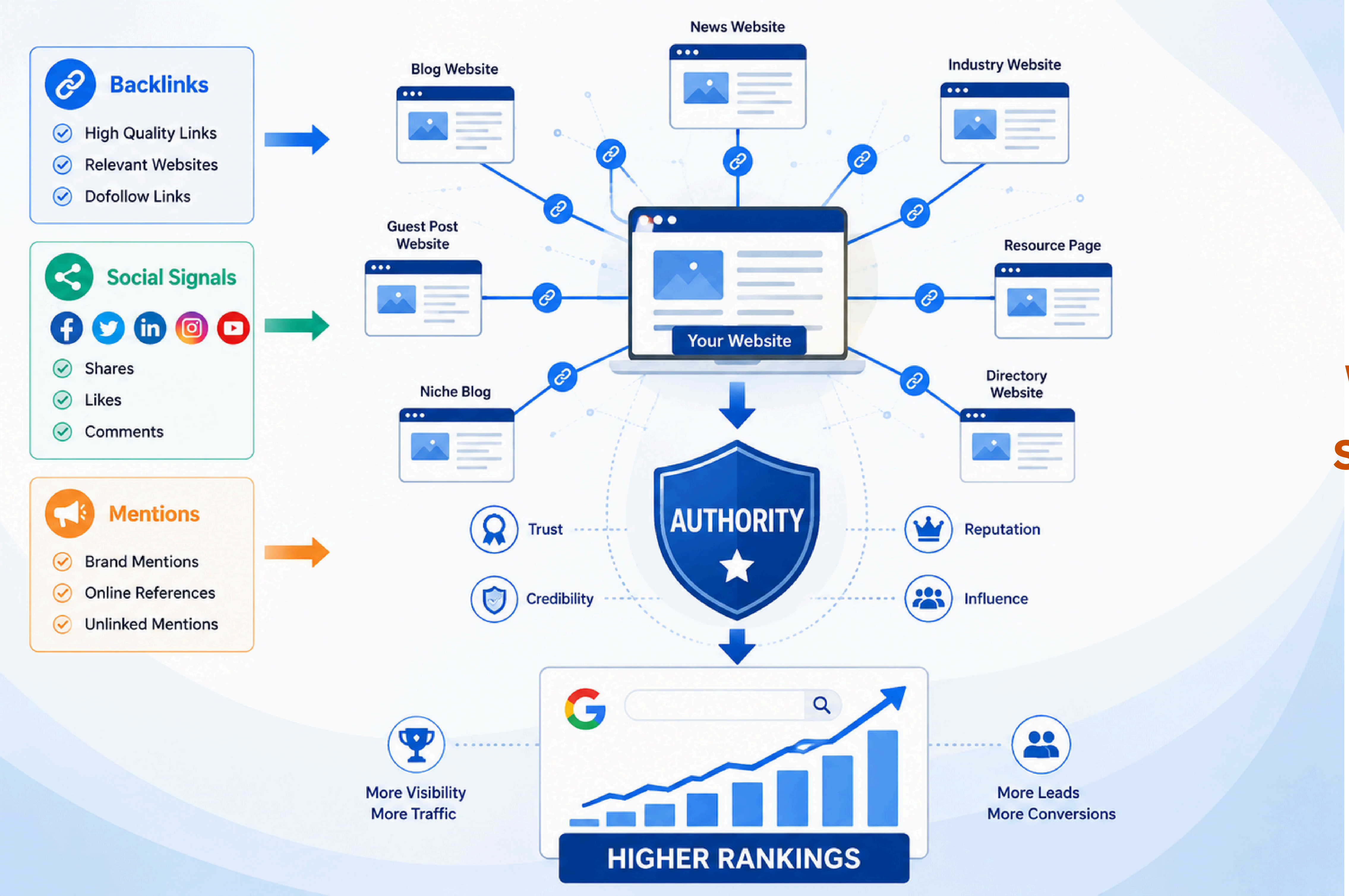
Heading (H2)
Key Elements of On-Page SEO

Alt Text: On-Page SEO
Alt Text: SEO Analysis
Alt Text: Internal Linking

On-page SEO refers to optimizing the content and structure of a website's pages. It helps search engines understand your page better and rank it higher.

Internal Links
Learn more about Keyword Research | Read our SEO Blog | Explore SEO Tools

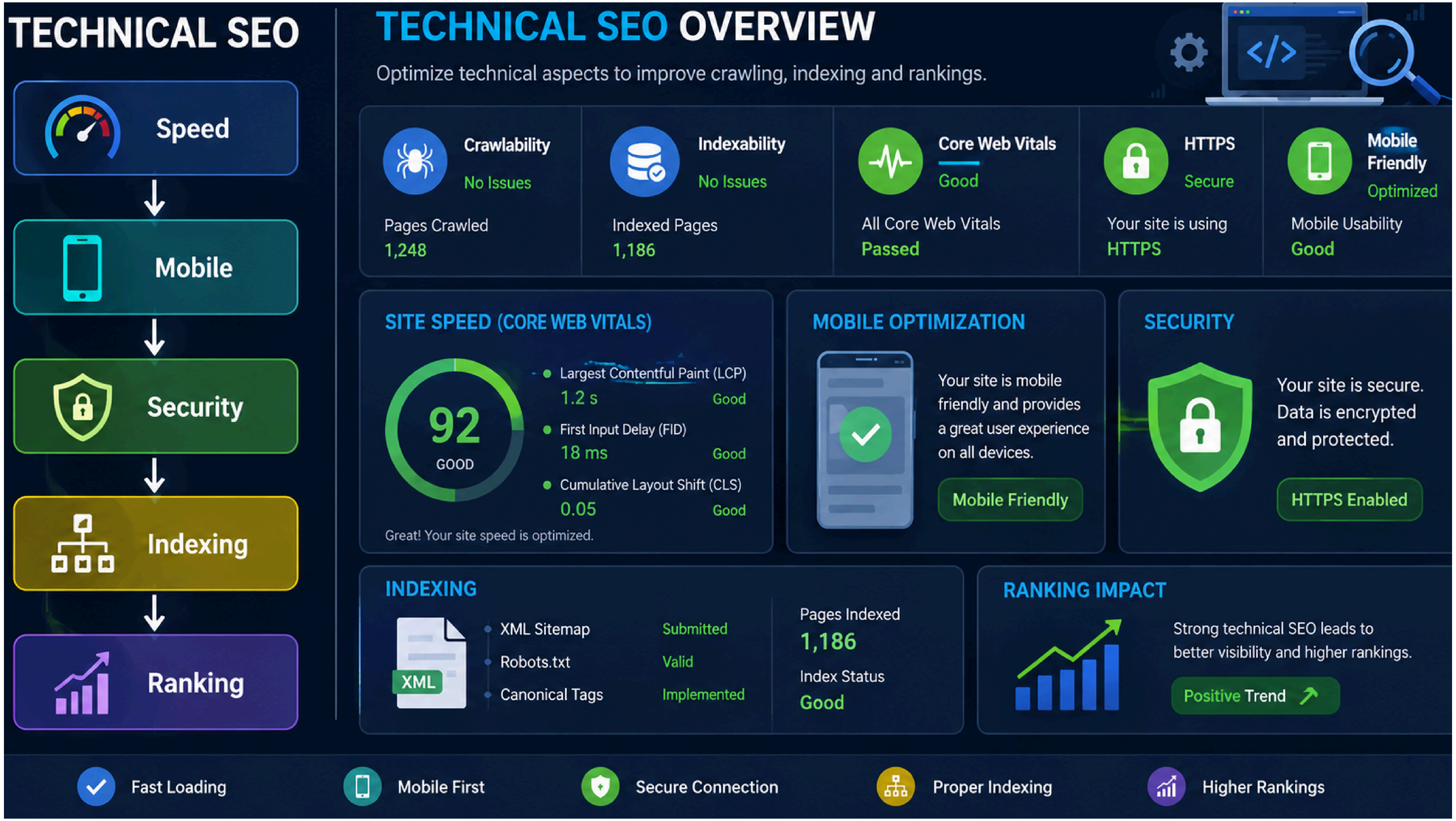
Off- Page SEO


Backlinks
High Quality Links
Relevant Websites
Dofollow Links
Social Signals
Shares
Likes
Comments
Mentions
Brand Mentions
Online References
Unlinked Mentions
News Website
Blog Website
Industry Website
Guest Post Website
Resource Page
Your Website
Niche Blog
Directory Website
AUTHORITY
Trust
Reputation
Credibility
Influence
More Visibility
More Traffic
More Leads
More Conversions
HIGHER RANKINGS

Off-page SEO focuses on increasing the authority and reputation of a website. High-quality backlinks from trusted websites act as endorsements, signaling to search engines that the content is valuable and credible.

Technical SEO

Technical SEO ensures that search engines can crawl and index a website efficiently. A fast, secure, mobile-friendly website provides a better experience for users and meets Google's technical requirements for high-quality search results.



TECHNICAL SEO

- Speed
- Mobile
- Security
- Indexing
- Ranking

TECHNICAL SEO OVERVIEW

Optimize technical aspects to improve crawling, indexing and rankings.

Crawlability	Indexability	Core Web Vitals	HTTPS	Mobile Friendly
No Issues	No Issues	Good	Secure	Optimized
Pages Crawled 1,248	Indexed Pages 1,186	All Core Web Vitals Passed	Your site is using HTTPS	Mobile Usability Good

SITE SPEED (CORE WEB VITALS)

92
GOOD

Largest Contentful Paint (LCP)	1.2 s	Good
First Input Delay (FID)	18 ms	Good
Cumulative Layout Shift (CLS)	0.05	Good

Great! Your site speed is optimized.

MOBILE OPTIMIZATION

Your site is mobile friendly and provides a great user experience on all devices.

Mobile Friendly

SECURITY

Your site is secure. Data is encrypted and protected.

HTTPS Enabled

INDEXING

XML Sitemap	Submitted
Robots.txt	Valid
Canonical Tags	Implemented

Pages Indexed
1,186
Index Status
Good

RANKING IMPACT

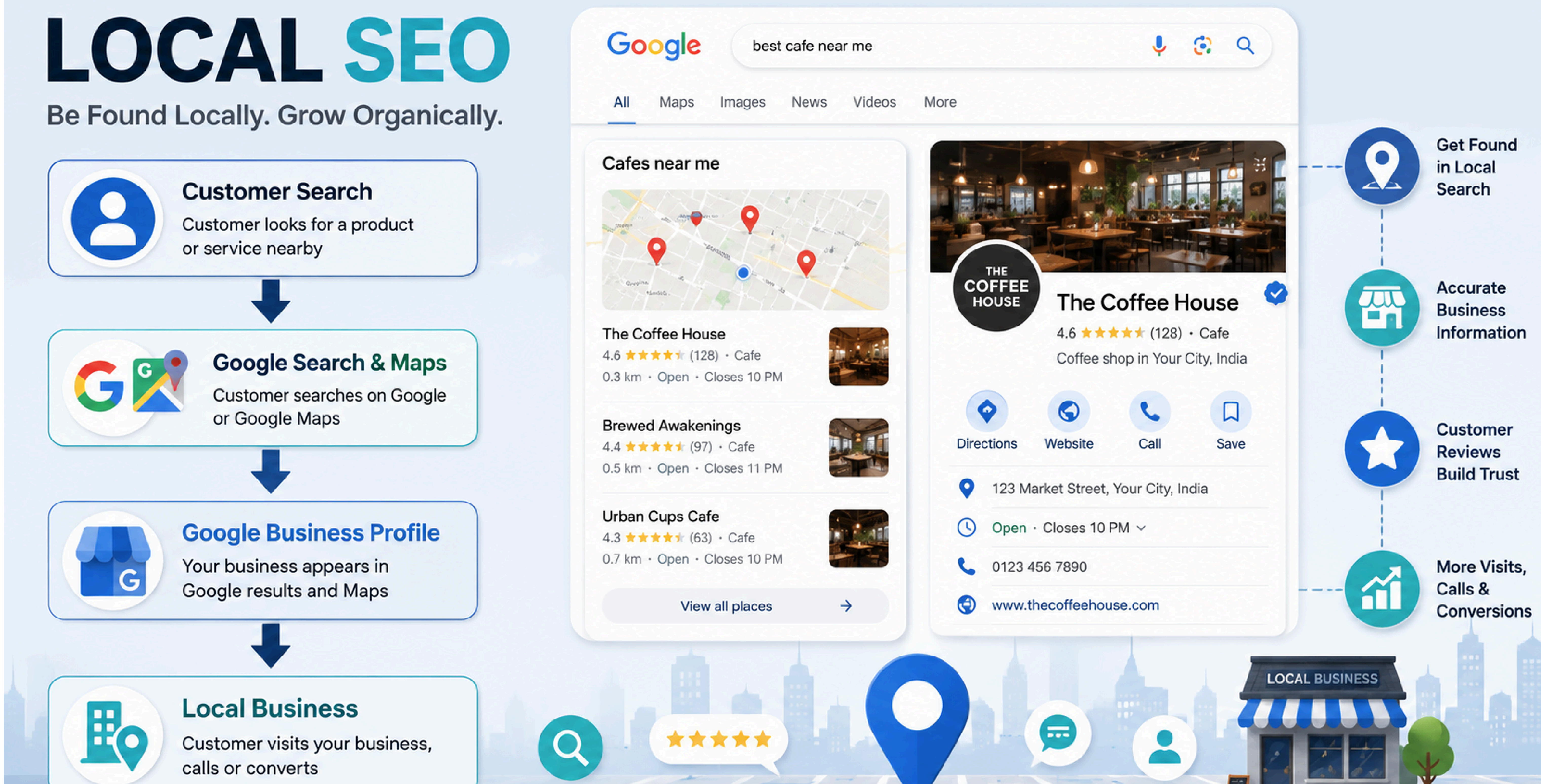
Strong technical SEO leads to better visibility and higher rankings.

Positive Trend

- Fast Loading
- Mobile First
- Secure Connection
- Proper Indexing
- Higher Rankings

Local SEO

Local SEO is essential for businesses serving a specific geographic area. Optimizing your Google Business Profile, maintaining consistent business information, and encouraging customer reviews help improve visibility in Google Search and Maps. This is especially useful for restaurants, clinics, retail stores, and service providers.



LOCAL SEO

Be Found Locally. Grow Organically.

Customer Search
Customer looks for a product or service nearby

Google Search & Maps
Customer searches on Google or Google Maps

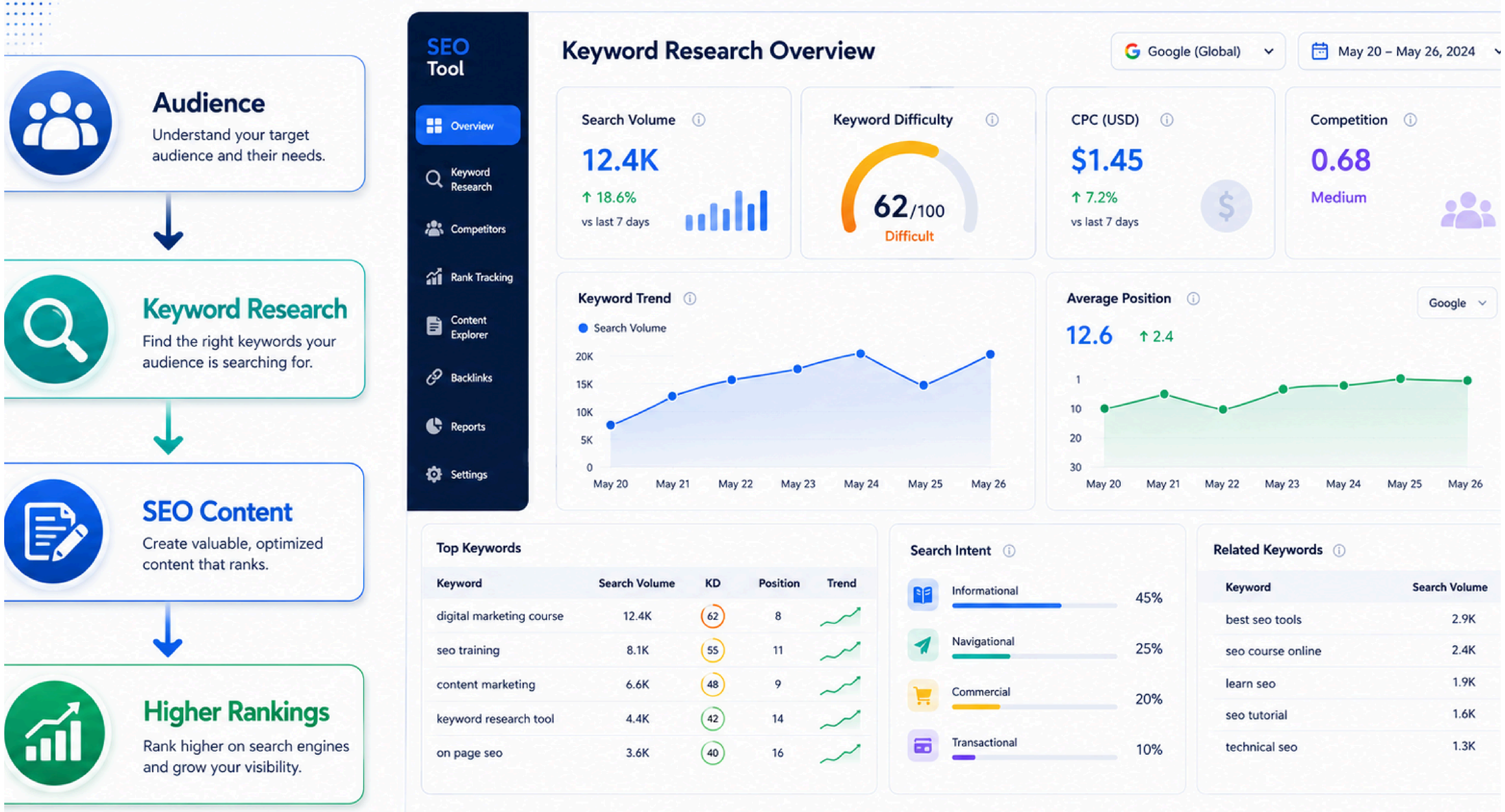
Google Business Profile
Your business appears in Google results and Maps

Local Business
Customer visits your business, calls or converts

Google
best cafe near me
All
Maps
Images
News
Videos
More
Cafes near me
The Coffee House
4.6 ★★★★★ (128) · Cafe
0.3 km · Open · Closes 10 PM
Brewed Awakenings
4.4 ★★★★★ (97) · Cafe
0.5 km · Open · Closes 11 PM
Urban Cups Cafe
4.3 ★★★★★ (63) · Cafe
0.7 km · Open · Closes 10 PM
View all places
THE COFFEE HOUSE
The Coffee House
4.6 ★★★★★ (128) · Cafe
Coffee shop in Your City, India
Directions
Website
Call
Save
123 Market Street, Your City, India
Open · Closes 10 PM
0123 456 7890
www.thecoffeehouse.com
Get Found in Local Search
Accurate Business Information
Customer Reviews Build Trust
More Visits, Calls & Conversions
★★★★★
LOCAL BUSINESS

Keywords Research

Keyword research is the foundation of SEO. It helps identify the phrases users type into search engines. Choosing keywords with good search volume, achievable competition, and strong commercial intent increases the chances of attracting qualified traffic.


SEO
Tool
Overview
Keyword Research
Competitors
Rank Tracking
Content Explorer
Backlinks
Reports
Settings
Google (Global)
May 20 – May 26, 2024
Search Volume
20K
15K
10K
5K
0
May 20
May 21
May 22
May 23
May 24
May 25
May 26
Google
1
10
20
30

Audience
Understand your target audience and their needs.

Keyword Research
Find the right keywords your audience is searching for.

SEO Content
Create valuable, optimized content that ranks.

Higher Rankings
Rank higher on search engines and grow your visibility.

Keyword Research Overview

Search Volume: 12.4K ↑ 18.6% vs last 7 days

Keyword Difficulty: 62/100 Difficult

CPC (USD): $1.45 ↑ 7.2% vs last 7 days

Competition: 0.68 Medium

Keyword Trend

Average Position: 12.6 ↑ 2.4

Top Keywords

Keyword	Search Volume	KD	Position	Trend
digital marketing course	12.4K	62	8	
seo training	8.1K	55	11	
content marketing	6.6K	48	9	
keyword research tool	4.4K	42	14	
on page seo	3.6K	40	16	

Search Intent

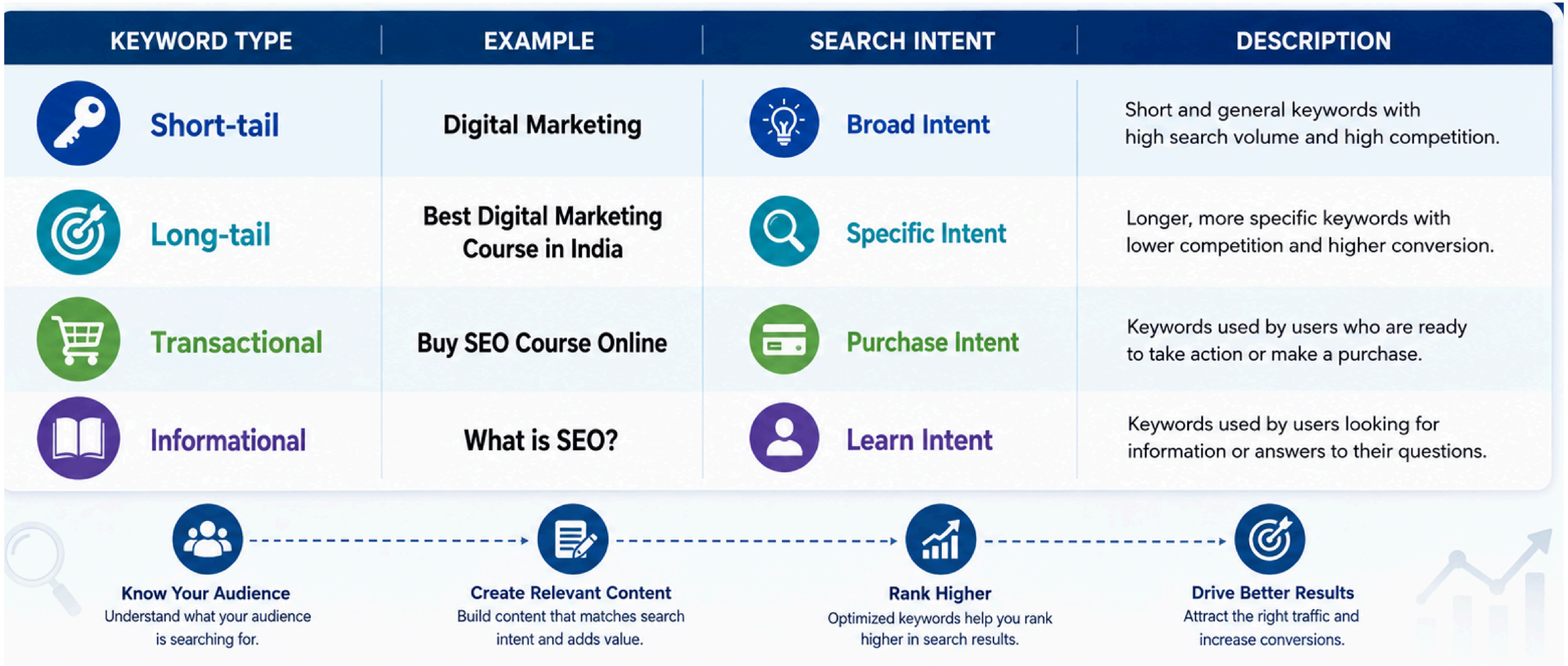
Informational	45%
Navigational	25%
Commercial	20%
Transactional	10%

Related Keywords

Keyword	Search Volume
best seo tools	2.9K
seo course online	2.4K
learn seo	1.9K
seo tutorial	1.6K
technical seo	1.3K

Types of Keywords

Different keyword types match different stages of the customer journey. Informational keywords attract users seeking knowledge, while transactional keywords target users ready to purchase. Long-tail keywords often have lower competition and higher conversion rates.



KEYWORD TYPE	EXAMPLE	SEARCH INTENT	DESCRIPTION
Short-tail	Digital Marketing	Broad Intent	Short and general keywords with high search volume and high competition.
Long-tail	Best Digital Marketing Course in India	Specific Intent	Longer, more specific keywords with lower competition and higher conversion.
Transactional	Buy SEO Course Online	Purchase Intent	Keywords used by users who are ready to take action or make a purchase.
Informational	What is SEO?	Learn Intent	Keywords used by users looking for information or answers to their questions.

Know Your Audience
Understand what your audience is searching for.

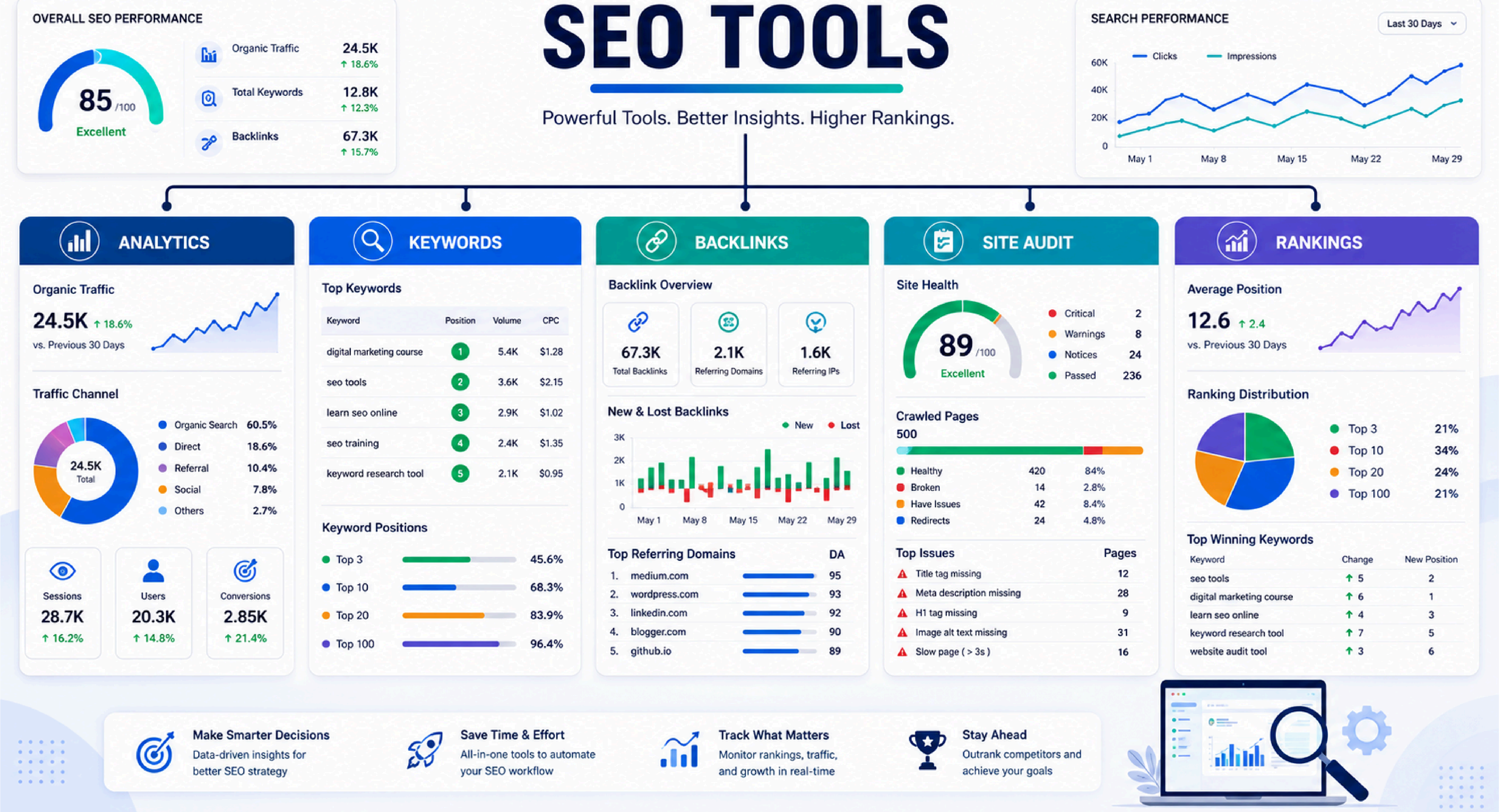
Create Relevant Content
Build content that matches search intent and adds value.

Rank Higher
Optimized keywords help you rank higher in search results.

Drive Better Results
Attract the right traffic and increase conversions.

SEO Tools

SEO tools help marketers monitor rankings, analyze backlinks, discover keywords, and audit websites. Combining multiple tools provides a comprehensive view of website performance and opportunities for improvement.



SEO TOOLS

Powerful Tools. Better Insights. Higher Rankings.

OVERALL SEO PERFORMANCE

85 /100 Excellent

Organic Traffic	24.5K	↑ 18.6%
Total Keywords	12.8K	↑ 12.3%
Backlinks	67.3K	↑ 15.7%

SEARCH PERFORMANCE

ANALYTICS

Organic Traffic

24.5K ↑ 18.6%
vs. Previous 30 Days

Traffic Channel

24.5K Total

Organic Search	60.5%
Direct	18.6%
Referral	10.4%
Social	7.8%
Others	2.7%

Sessions	Users	Conversions
28.7K	20.3K	2.85K
↑ 16.2%	↑ 14.8%	↑ 21.4%

KEYWORDS

Top Keywords

Keyword	Position	Volume	CPC
digital marketing course	1	5.4K	$1.28
seo tools	2	3.6K	$2.15
learn seo online	3	2.9K	$1.02
seo training	4	2.4K	$1.35
keyword research tool	5	2.1K	$0.95

Keyword Positions

Top 3	45.6%
Top 10	68.3%
Top 20	83.9%
Top 100	96.4%

BACKLINKS

Backlink Overview

Total Backlinks	Referring Domains	Referring IPs
67.3K	2.1K	1.6K

New & Lost Backlinks

Top Referring Domains

		DA
1.	medium.com	95
2.	wordpress.com	93
3.	linkedin.com	92
4.	blogger.com	90
5.	github.io	89

SITE AUDIT

Site Health

89 /100 Excellent

Critical	2
Warnings	8
Notices	24
Passed	236

Crawled Pages
500

Healthy	420	84%
Broken	14	2.8%
Have Issues	42	8.4%
Redirects	24	4.8%

Top Issues	Pages
Title tag missing	12
Meta description missing	28
H1 tag missing	9
Image alt text missing	31
Slow page (> 3s)	16

RANKINGS

Average Position

12.6 ↑ 2.4
vs. Previous 30 Days

Ranking Distribution

Top 3	21%
Top 10	34%
Top 20	24%
Top 100	21%

Top Winning Keywords

Keyword	Change	New Position
seo tools	↑ 5	2
digital marketing course	↑ 6	1
learn seo online	↑ 4	3
keyword research tool	↑ 7	5
website audit tool	↑ 3	6

Make Smarter Decisions
Data-driven insights for better SEO strategy

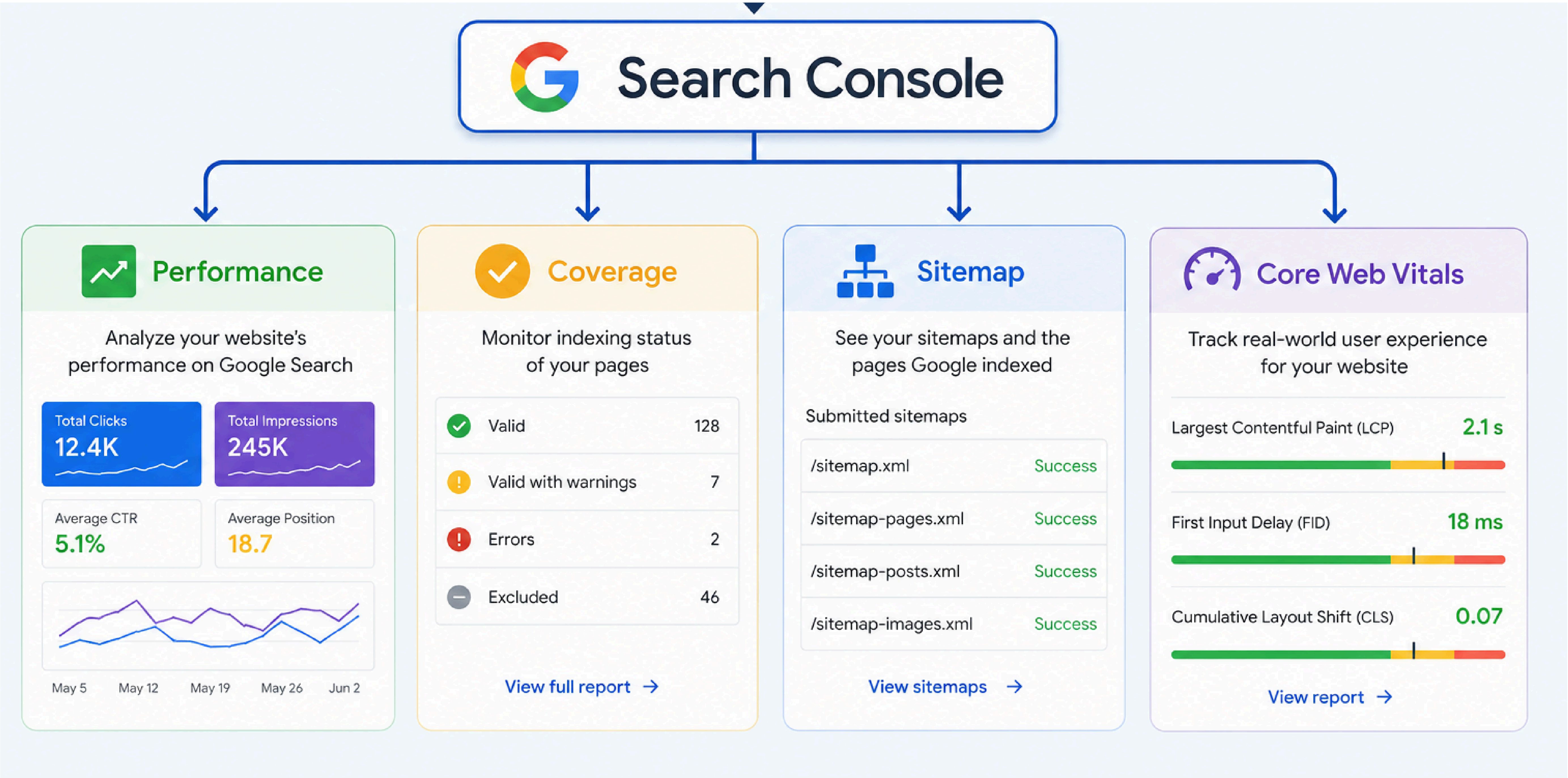
Save Time & Effort
All-in-one tools to automate your SEO workflow

Track What Matters
Monitor rankings, traffic, and growth in real-time

Stay Ahead
Outrank competitors and achieve your goals

Google Search Console

Google Search Console is a free tool that helps monitor website performance in Google Search. It provides valuable insights into impressions, clicks, indexing issues, and technical SEO problems. Regular use helps maintain a healthy website.



Search Console

Performance

Analyze your website's performance on Google Search

Total Clicks 12.4K

Total Impressions 245K

Average CTR 5.1%

Average Position 18.7

Coverage

Monitor indexing status of your pages

✓ Valid	128
! Valid with warnings	7
! Errors	2
− Excluded	46

View full report →

Sitemap

See your sitemaps and the pages Google indexed

Submitted sitemaps

/sitemap.xml	Success
/sitemap-pages.xml	Success
/sitemap-posts.xml	Success
/sitemap-images.xml	Success

View sitemaps →

Core Web Vitals

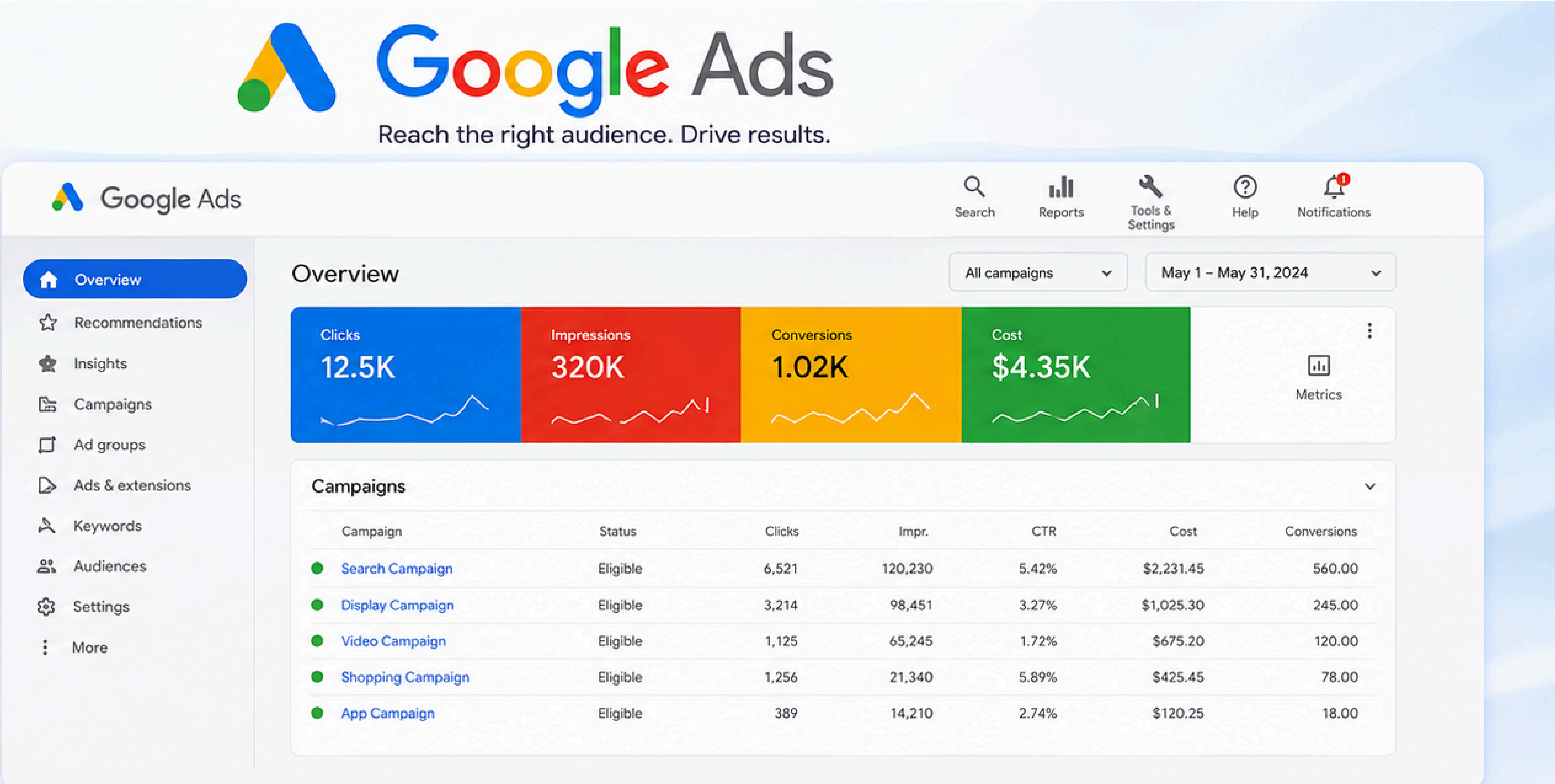
Track real-world user experience for your website

Largest Contentful Paint (LCP)	2.1 s
First Input Delay (FID)	18 ms
Cumulative Layout Shift (CLS)	0.07

View report →

Introduction to Google Ads

Google Ads is Google's online advertising platform. Advertisers bid on keywords to display ads to users searching for relevant products or services. Proper targeting and optimization help maximize return on investment.


Google Ads
Reach the right audience. Drive results.
Google Ads
Search
Reports
Tools & Settings
Help
Notifications
Overview
Recommendations
Insights
Campaigns
Ad groups
Ads & extensions
Keywords
Audiences
Settings
More

Overview

All campaigns

May 1 – May 31, 2024

Clicks 12.5K

Impressions 320K

Conversions 1.02K

Cost $4.35K

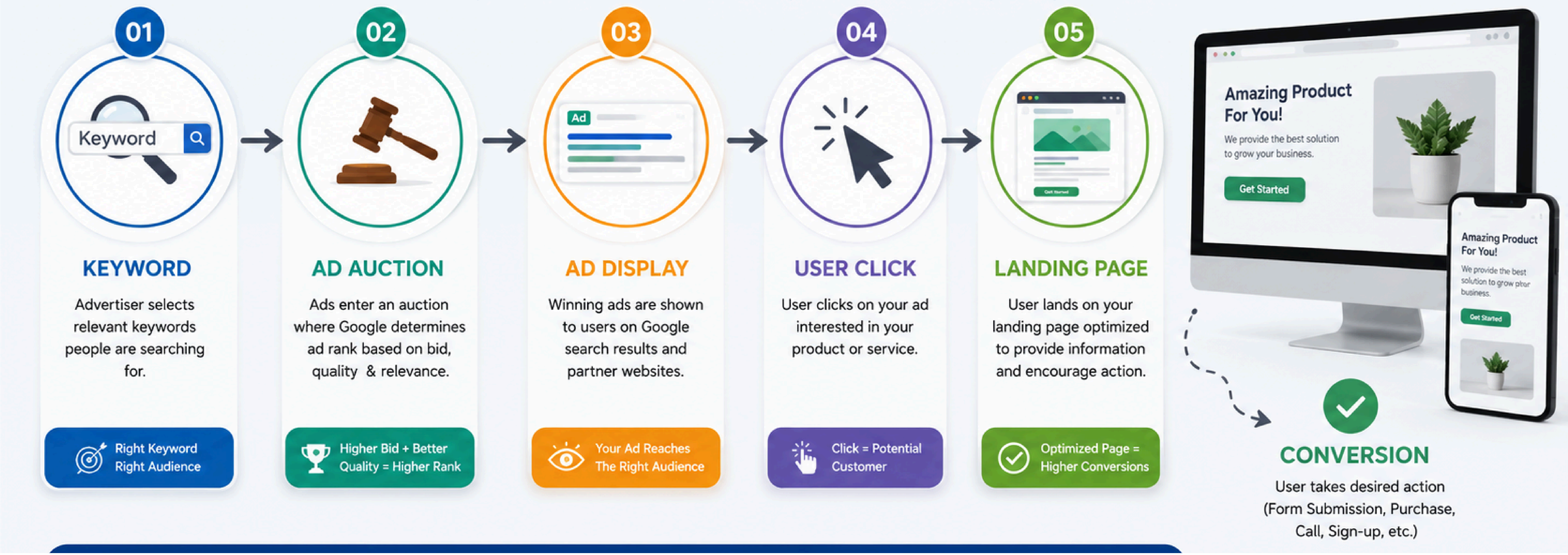
Metrics

Campaigns

Campaign	Status	Clicks	Impr.	CTR	Cost	Conversions
● Search Campaign	Eligible	6,521	120,230	5.42%	$2,231.45	560.00
● Display Campaign	Eligible	3,214	98,451	3.27%	$1,025.30	245.00
● Video Campaign	Eligible	1,125	65,245	1.72%	$675.20	120.00
● Shopping Campaign	Eligible	1,256	21,340	5.89%	$425.45	78.00
● App Campaign	Eligible	389	14,210	2.74%	$120.25	18.00

PPC [Pay - Per Click]

PPC is a digital advertising model where advertisers pay only when users click their ads. It offers immediate visibility and precise targeting. Successful PPC campaigns require continuous optimization of keywords, bids, ad copy, and landing pages.


Keyword
Ad
Get Started
Amazing Product For You!
We provide the best solution to grow your business.
Get Started
Amazing Product For You!
We provide the best solution to grow your business.
Get Started

01

KEYWORD

Advertiser selects relevant keywords people are searching for.

Right Keyword Right Audience

02

AD AUCTION

Ads enter an auction where Google determines ad rank based on bid, quality & relevance.

Higher Bid + Better Quality = Higher Rank

03

AD DISPLAY

Winning ads are shown to users on Google search results and partner websites.

Your Ad Reaches The Right Audience

04

USER CLICK

User clicks on your ad interested in your product or service.

Click = Potential Customer

05

LANDING PAGE

User lands on your landing page optimized to provide information and encourage action.

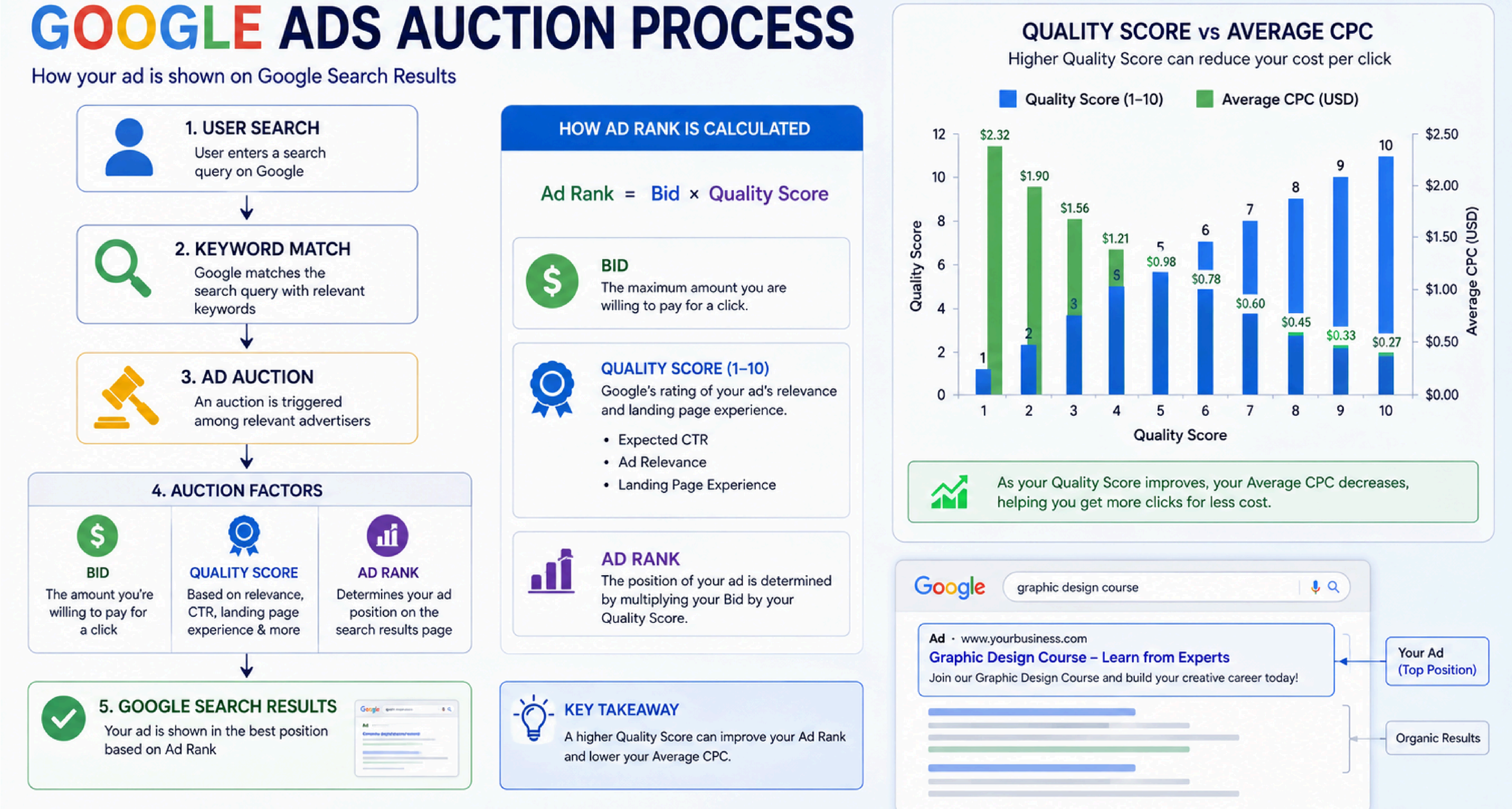
Optimized Page = Higher Conversions

CONVERSION

User takes desired action (Form Submission, Purchase, Call, Sign-up, etc.)

Google Ads Auction Process

Every search triggers a real-time ad auction. Google evaluates advertiser bids alongside Quality Score, which considers ad relevance, expected CTR, and landing page quality. Advertisers with highly relevant ads can achieve better positions without always having the highest bid.



GOOGLE ADS AUCTION PROCESS

How your ad is shown on Google Search Results

1. USER SEARCH
User enters a search query on Google

↓

2. KEYWORD MATCH
Google matches the search query with relevant keywords

↓

3. AD AUCTION
An auction is triggered among relevant advertisers

↓

4. AUCTION FACTORS

BID	QUALITY SCORE	AD RANK
The amount you're willing to pay for a click	Based on relevance, CTR, landing page experience & more	Determines your ad position on the search results page

↓

5. GOOGLE SEARCH RESULTS
Your ad is shown in the best position based on Ad Rank

HOW AD RANK IS CALCULATED

Ad Rank = Bid × Quality Score

BID
The maximum amount you are willing to pay for a click.

QUALITY SCORE (1–10)
Google's rating of your ad's relevance and landing page experience.
- Expected CTR
- Ad Relevance
- Landing Page Experience

AD RANK
The position of your ad is determined by multiplying your Bid by your Quality Score.

KEY TAKEAWAY
A higher Quality Score can improve your Ad Rank and lower your Average CPC.

QUALITY SCORE vs AVERAGE CPC

Higher Quality Score can reduce your cost per click

Quality Score (1–10)
Average CPC (USD)
Quality Score
Average CPC (USD)
12
10
8
6
4
2
0
$2.50
$2.00
$1.50
$1.00
$0.50
$0.00
1
2
3
4
5
6
7
8
9
10
$2.32
$1.90
$1.56
$1.21
$0.98
$0.78
$0.60
$0.45
$0.33
$0.27
Quality Score

As your Quality Score improves, your Average CPC decreases, helping you get more clicks for less cost.

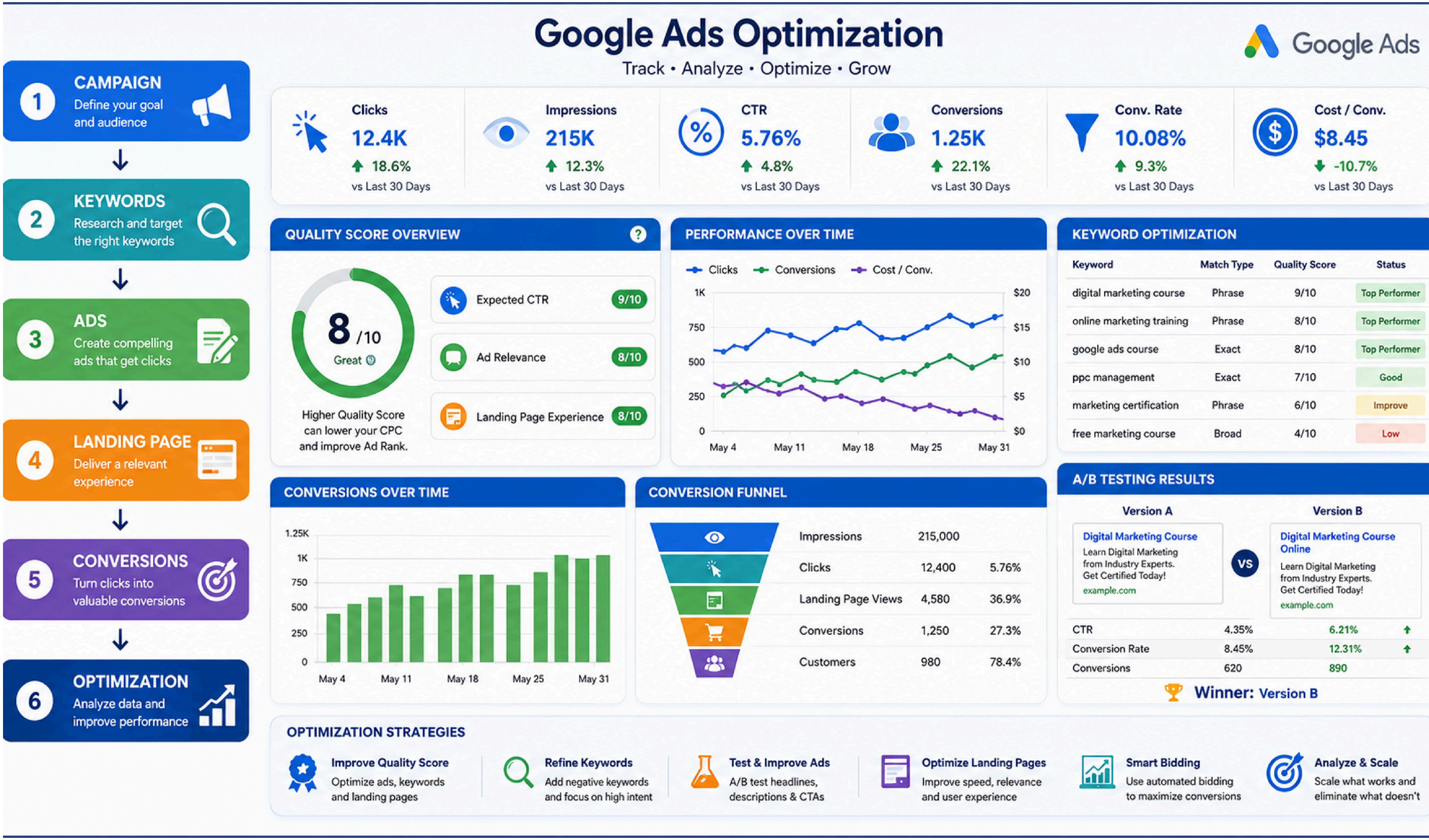
Google
graphic design course

Ad · www.yourbusiness.com
Graphic Design Course – Learn from Experts
Join our Graphic Design Course and build your creative career today!

Your Ad
(Top Position)
Organic Results

Google Ads Optimization

Running Google Ads is only the beginning. Continuous optimization ensures campaigns remain profitable. Improve your Quality Score by creating relevant ads and high-quality landing pages. Use negative keywords to prevent irrelevant clicks, monitor conversion tracking, and regularly test headlines, descriptions, and CTAs.



Google Ads Optimization

Track • Analyze • Optimize • Grow

1. **CAMPAIGN** Define your goal and audience
2. **KEYWORDS** Research and target the right keywords
3. **ADS** Create compelling ads that get clicks
4. **LANDING PAGE** Deliver a relevant experience
5. **CONVERSIONS** Turn clicks into valuable conversions
6. **OPTIMIZATION** Analyze data and improve performance

Clicks	Impressions	CTR	Conversions	Conv. Rate	Cost / Conv.
12.4K	215K	5.76%	1.25K	10.08%	$8.45
↑ 18.6%	↑ 12.3%	↑ 4.8%	↑ 22.1%	↑ 9.3%	↓ -10.7%
vs Last 30 Days	vs Last 30 Days	vs Last 30 Days	vs Last 30 Days	vs Last 30 Days	vs Last 30 Days

QUALITY SCORE OVERVIEW

8 /10

Great

Higher Quality Score can lower your CPC and improve Ad Rank.

Expected CTR	9/10
Ad Relevance	8/10
Landing Page Experience	8/10

PERFORMANCE OVER TIME

Clicks · Conversions · Cost / Conv.

KEYWORD OPTIMIZATION

Keyword	Match Type	Quality Score	Status
digital marketing course	Phrase	9/10	Top Performer
online marketing training	Phrase	8/10	Top Performer
google ads course	Exact	8/10	Top Performer
ppc management	Exact	7/10	Good
marketing certification	Phrase	6/10	Improve
free marketing course	Broad	4/10	Low

CONVERSIONS OVER TIME

CONVERSION FUNNEL

Impressions	215,000	
Clicks	12,400	5.76%
Landing Page Views	4,580	36.9%
Conversions	1,250	27.3%
Customers	980	78.4%

A/B TESTING RESULTS

Version A	Version B
Digital Marketing Course Learn Digital Marketing from Industry Experts. Get Certified Today! example.com	**Digital Marketing Course Online** Learn Digital Marketing from Industry Experts. Get Certified Today! example.com

	Version A	Version B	
CTR	4.35%	6.21%	↑
Conversion Rate	8.45%	12.31%	↑
Conversions	620	890	

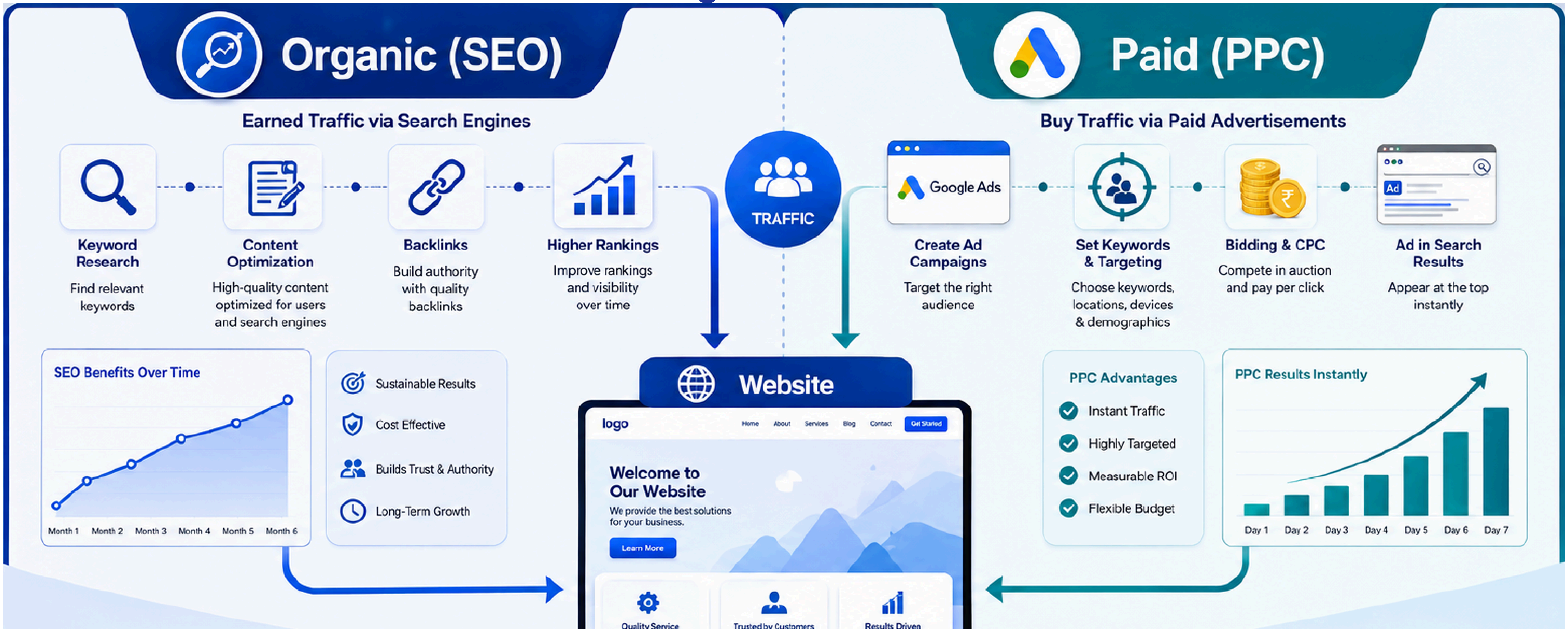
Winner: Version B

OPTIMIZATION STRATEGIES

Strategy	Description
Improve Quality Score	Optimize ads, keywords and landing pages
Refine Keywords	Add negative keywords and focus on high intent
Test & Improve Ads	A/B test headlines, descriptions & CTAs
Optimize Landing Pages	Improve speed, relevance and user experience
Smart Bidding	Use automated bidding to maximize conversions
Analyze & Scale	Scale what works and eliminate what doesn't

SEO vs PPC

SEO and PPC complement each other. SEO delivers sustainable traffic over time, while PPC provides immediate visibility. Businesses often use PPC for quick results while investing in SEO for long-term growth.



Organic (SEO)

Earned Traffic via Search Engines

Keyword Research
Find relevant keywords

Content Optimization
High-quality content optimized for users and search engines

Backlinks
Build authority with quality backlinks

Higher Rankings
Improve rankings and visibility over time

SEO Benefits Over Time

Month 1
Month 2
Month 3
Month 4
Month 5
Month 6

- Sustainable Results
- Cost Effective
- Builds Trust & Authority
- Long-Term Growth

TRAFFIC

Paid (PPC)

Buy Traffic via Paid Advertisements

Google Ads
Ad

Create Ad Campaigns
Target the right audience

Set Keywords & Targeting
Choose keywords, locations, devices & demographics

Bidding & CPC
Compete in auction and pay per click

Ad in Search Results
Appear at the top instantly

PPC Advantages

- ✓ Instant Traffic
- ✓ Highly Targeted
- ✓ Measurable ROI
- ✓ Flexible Budget

PPC Results Instantly

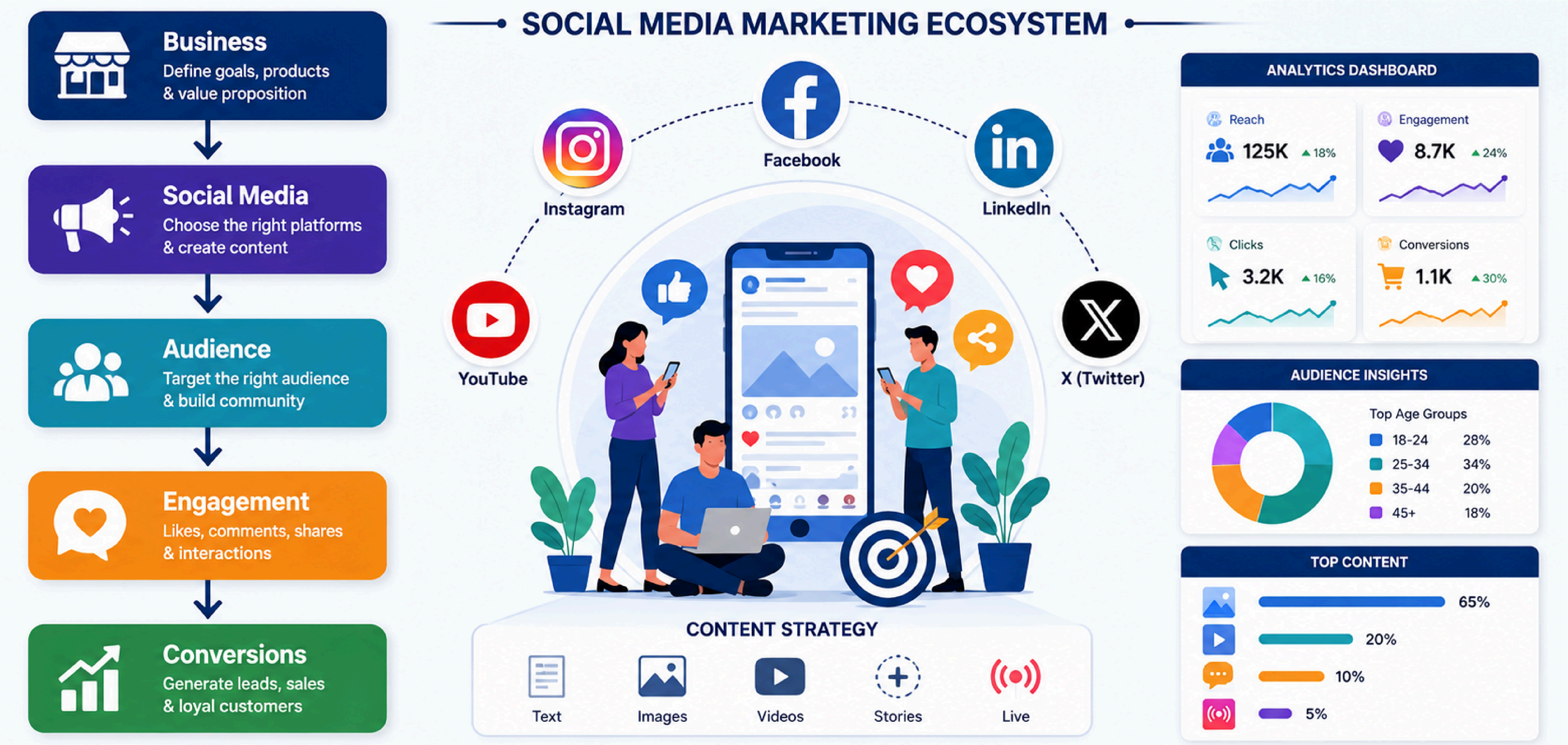
Day 1
Day 2
Day 3
Day 4
Day 5
Day 6
Day 7

Website

logo
Home
About
Services
Blog
Contact
Get Started
Welcome to Our Website
We provide the best solutions for your business.
Learn More
Quality Service
Trusted by Customers
Results Driven

Social Media Marketing

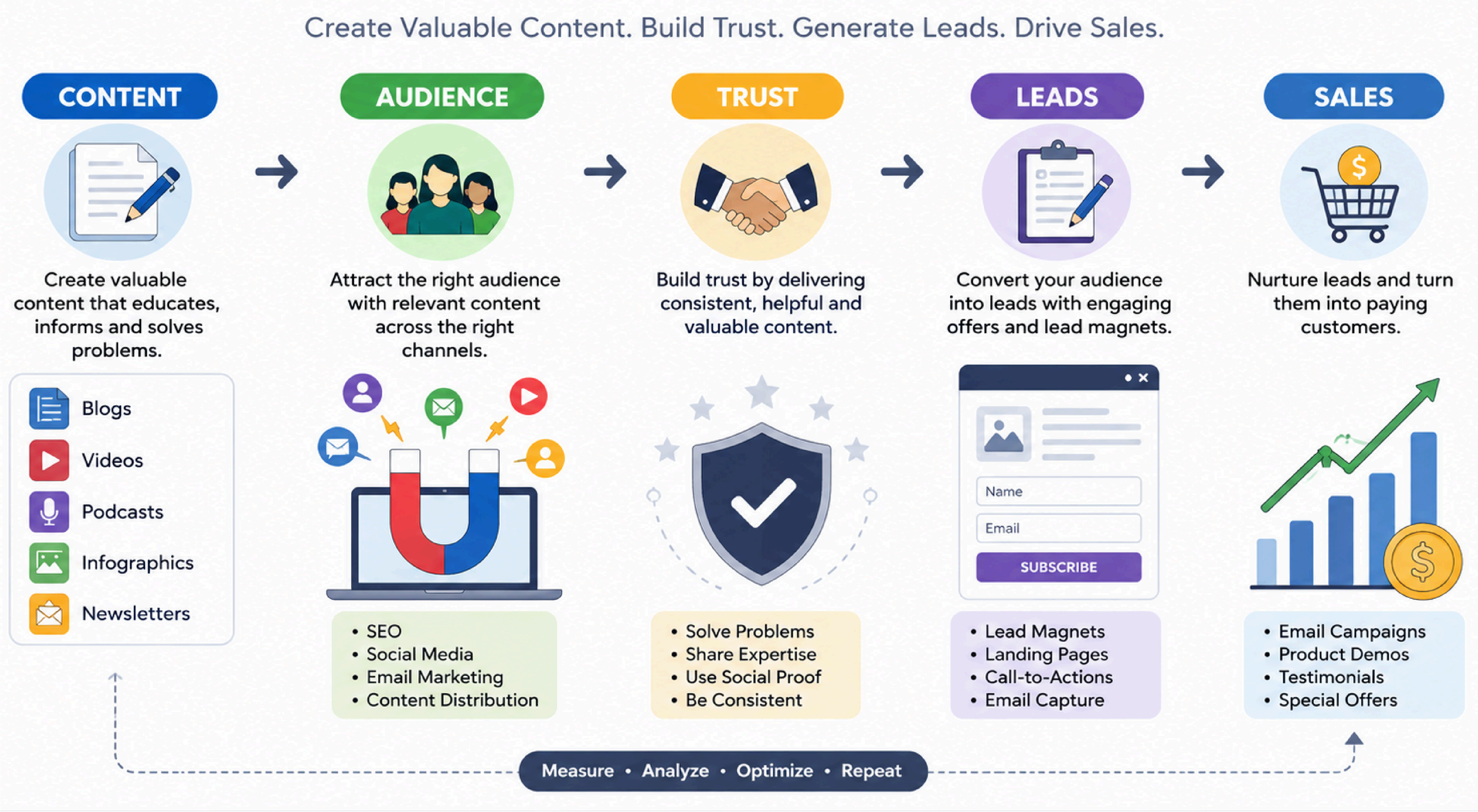
Social media marketing allows businesses to engage directly with their audience. Each platform serves different demographics and marketing objectives. A successful strategy includes consistent branding, valuable content, and active community engagement.



SOCIAL MEDIA MARKETING ECOSYSTEM
Business
Define goals, products & value proposition
Social Media
Choose the right platforms & create content
Audience
Target the right audience & build community
Engagement
Likes, comments, shares & interactions
Conversions
Generate leads, sales & loyal customers
Facebook
Instagram
LinkedIn
YouTube
X (Twitter)
CONTENT STRATEGY
Text
Images
Videos
Stories
Live
ANALYTICS DASHBOARD
Reach
125K ▲18%
Engagement
8.7K ▲24%
Clicks
3.2K ▲16%
Conversions
1.1K ▲30%
AUDIENCE INSIGHTS
Top Age Groups
18-24 28%
25-34 34%
35-44 20%
45+ 18%
TOP CONTENT
65%
20%
10%
5%

Content Marketing

Content marketing focuses on creating valuable information that attracts and retains customers. Instead of directly selling, businesses educate audiences and gradually build trust, making customers more likely to convert.



Create Valuable Content. Build Trust. Generate Leads. Drive Sales.

CONTENT

Create valuable content that educates, informs and solves problems.

- Blogs
- Videos
- Podcasts
- Infographics
- Newsletters

AUDIENCE

Attract the right audience with relevant content across the right channels.

- SEO
- Social Media
- Email Marketing
- Content Distribution

TRUST

Build trust by delivering consistent, helpful and valuable content.

- Solve Problems
- Share Expertise
- Use Social Proof
- Be Consistent

LEADS

Convert your audience into leads with engaging offers and lead magnets.

- Lead Magnets
- Landing Pages
- Call-to-Actions
- Email Capture

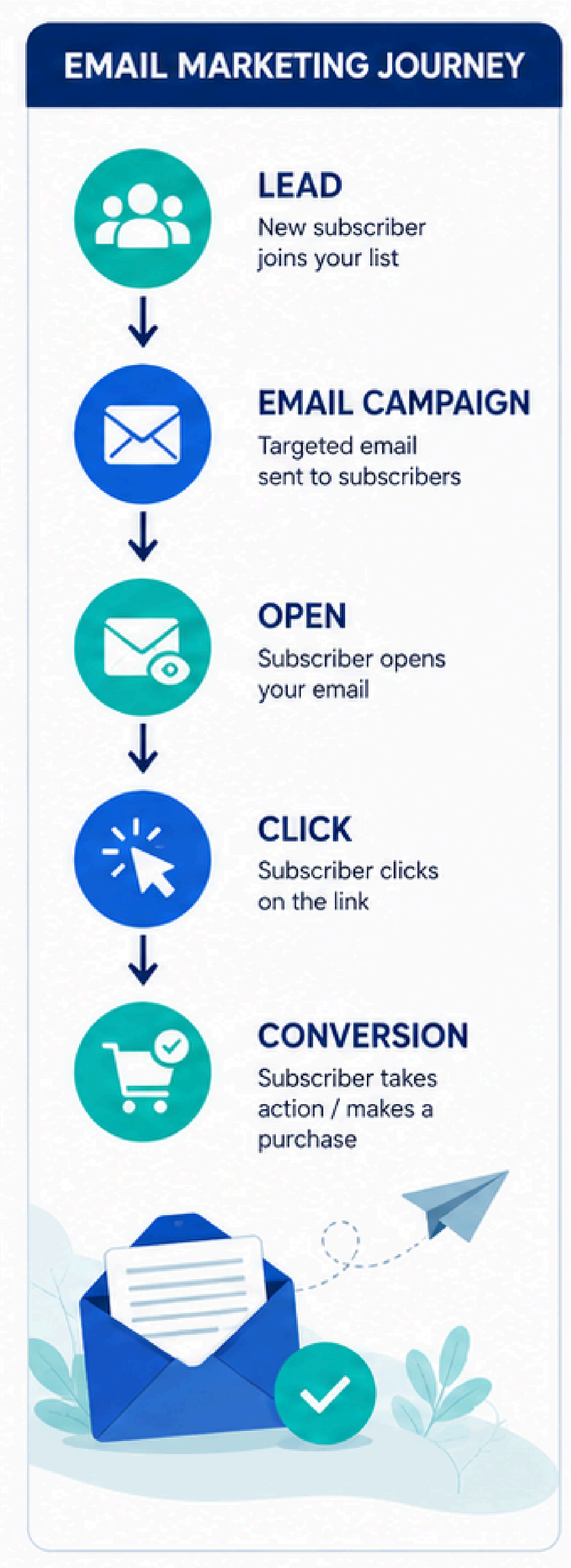
SALES

Nurture leads and turn them into paying customers.

- Email Campaigns
- Product Demos
- Testimonials
- Special Offers

Measure • Analyze • Optimize • Repeat

E-mail Marketing

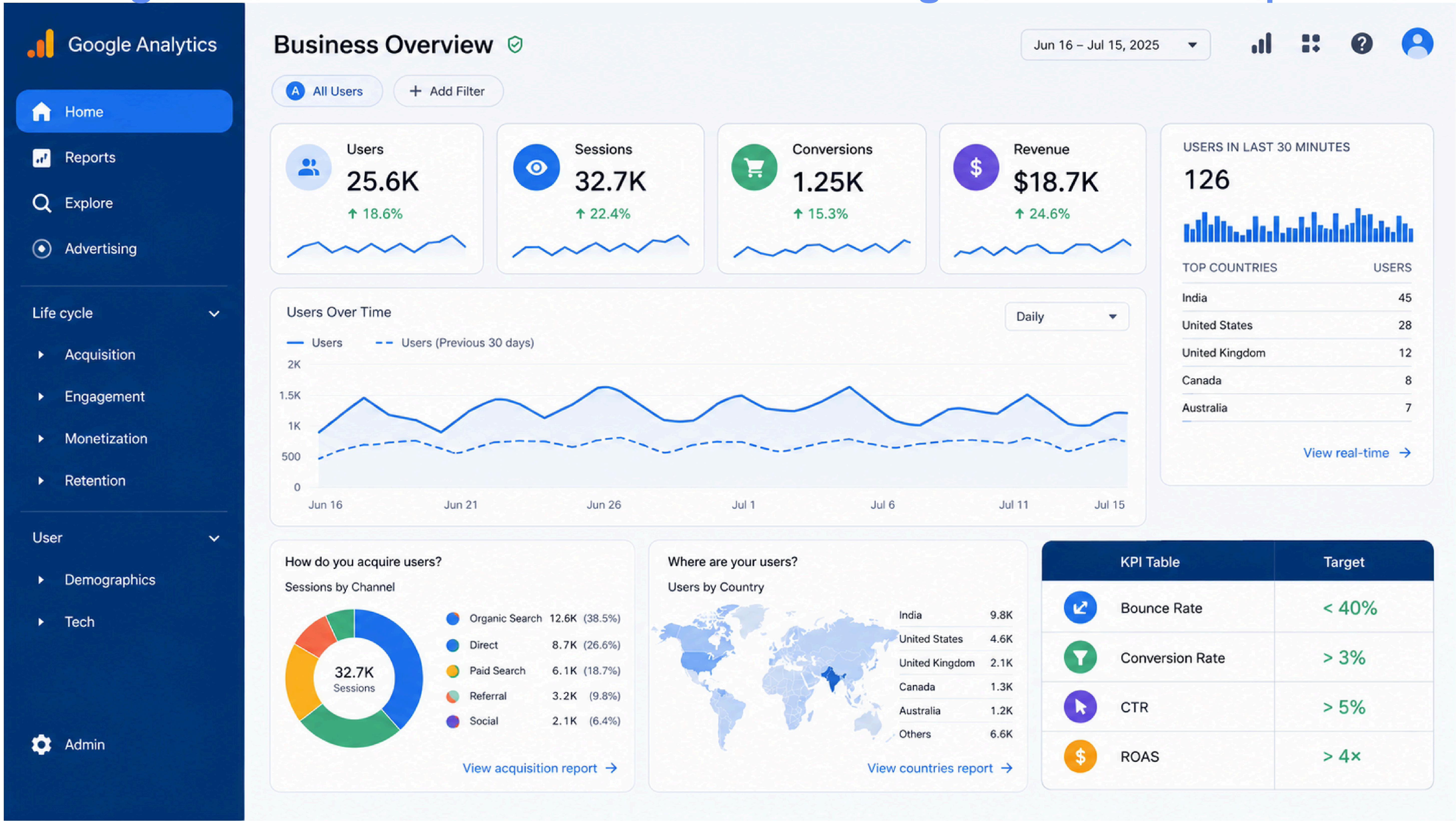

EMAIL MARKETING JOURNEY
LEAD
New subscriber joins your list
EMAIL CAMPAIGN
Targeted email sent to subscribers
OPEN
Subscriber opens your email
CLICK
Subscriber clicks on the link
CONVERSION
Subscriber takes action / makes a purchase

Email marketing is the process of communicating with customers through personalized emails to build relationships, generate leads, and increase sales.

Email marketing remains one of the most effective digital marketing channels because it allows businesses to communicate directly with their audience. Personalized campaigns, segmentation, and automation help increase engagement while maintaining long-term customer relationships.

Web Analytics and KPIs

KPIs help marketers measure campaign success. Monitoring traffic, engagement, conversions, and advertising costs enables data-driven decision-making and continuous optimization.


Google Analytics
Home
Reports
Explore
Advertising
Life cycle
Acquisition
Engagement
Monetization
Retention
User
Demographics
Tech
Admin
Business Overview
Jun 16 – Jul 15, 2025
All Users
Add Filter
Users Over Time
Daily
Users
Users (Previous 30 days)
2K
1.5K
1K
500
0
Jun 16
Jun 21
Jun 26
Jul 1
Jul 6
Jul 11
Jul 15
View real-time
View acquisition report
View countries report

Users 25.6K ↑ 18.6%

Sessions 32.7K ↑ 22.4%

Conversions 1.25K ↑ 15.3%

Revenue $18.7K ↑ 24.6%

USERS IN LAST 30 MINUTES

126

TOP COUNTRIES	USERS
India	45
United States	28
United Kingdom	12
Canada	8
Australia	7

How do you acquire users?

Sessions by Channel

32.7K Sessions

Organic Search	12.6K	(38.5%)
Direct	8.7K	(26.6%)
Paid Search	6.1K	(18.7%)
Referral	3.2K	(9.8%)
Social	2.1K	(6.4%)

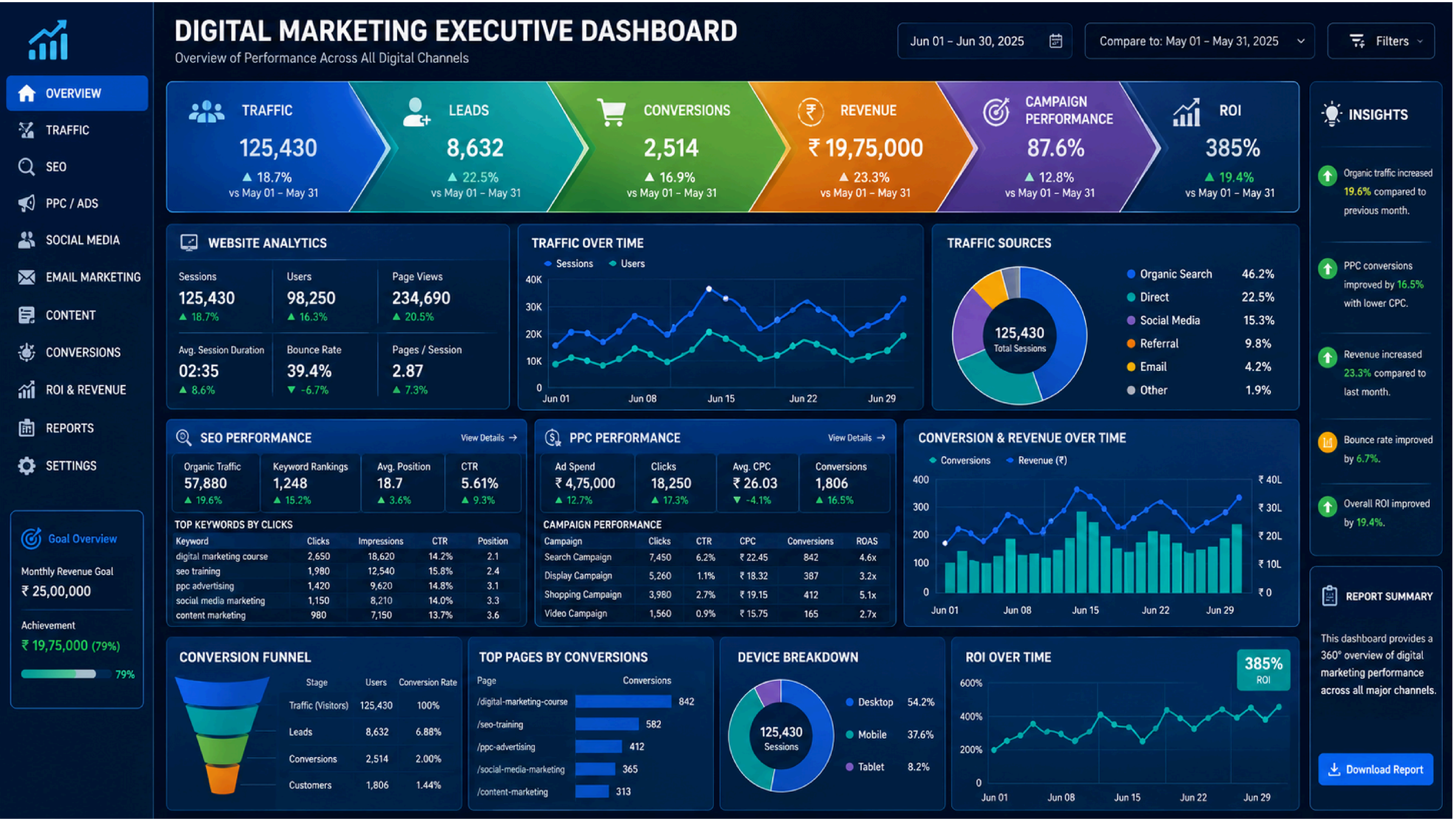
Where are your users?

Users by Country

India	9.8K
United States	4.6K
United Kingdom	2.1K
Canada	1.3K
Australia	1.2K
Others	6.6K

KPI Table	Target
Bounce Rate	< 40%
Conversion Rate	> 3%
CTR	> 5%
ROAS	> 4×

Digital Marketing Dashboard


OVERVIEW
TRAFFIC
SEO
PPC / ADS
SOCIAL MEDIA
EMAIL MARKETING
CONTENT
CONVERSIONS
ROI & REVENUE
REPORTS
SETTINGS
Jun 01 – Jun 30, 2025
Compare to: May 01 – May 31, 2025
Filters
View Details →
View Details →
Download Report

DIGITAL MARKETING EXECUTIVE DASHBOARD

Overview of Performance Across All Digital Channels

TRAFFIC	LEADS	CONVERSIONS	REVENUE	CAMPAIGN PERFORMANCE	ROI
125,430	8,632	2,514	₹ 19,75,000	87.6%	385%
▲ 18.7%	▲ 22.5%	▲ 16.9%	▲ 23.3%	▲ 12.8%	▲ 19.4%
vs May 01 – May 31	vs May 01 – May 31	vs May 01 – May 31	vs May 01 – May 31	vs May 01 – May 31	vs May 01 – May 31

Goal Overview

Monthly Revenue Goal
₹ 25,00,000

Achievement
₹ 19,75,000 (79%)
79%

WEBSITE ANALYTICS

Sessions	Users	Page Views
125,430	98,250	234,690
▲ 18.7%	▲ 16.3%	▲ 20.5%

Avg. Session Duration	Bounce Rate	Pages / Session
02:35	39.4%	2.87
▲ 8.6%	▼ -6.7%	▲ 7.3%

TRAFFIC OVER TIME
Sessions
Users
40K
30K
20K
10K
0
Jun 01
Jun 08
Jun 15
Jun 22
Jun 29

TRAFFIC SOURCES
125,430
Total Sessions

Organic Search	46.2%
Direct	22.5%
Social Media	15.3%
Referral	9.8%
Email	4.2%
Other	1.9%

SEO PERFORMANCE

Organic Traffic	Keyword Rankings	Avg. Position	CTR
57,880	1,248	18.7	5.61%
▲ 19.6%	▲ 15.2%	▲ 3.6%	▲ 9.3%

TOP KEYWORDS BY CLICKS

Keyword	Clicks	Impressions	CTR	Position
digital marketing course	2,650	18,620	14.2%	2.1
seo training	1,980	12,540	15.8%	2.4
ppc advertising	1,420	9,620	14.8%	3.1
social media marketing	1,150	8,210	14.0%	3.3
content marketing	980	7,150	13.7%	3.6

PPC PERFORMANCE

Ad Spend	Clicks	Avg. CPC	Conversions
₹ 4,75,000	18,250	₹ 26.03	1,806
▲ 12.7%	▲ 17.3%	▼ -4.1%	▲ 16.5%

CAMPAIGN PERFORMANCE

Campaign	Clicks	CTR	CPC	Conversions	ROAS
Search Campaign	7,450	6.2%	₹ 22.45	842	4.6x
Display Campaign	5,260	1.1%	₹ 18.32	387	3.2x
Shopping Campaign	3,980	2.7%	₹ 19.15	412	5.1x
Video Campaign	1,560	0.9%	₹ 15.75	165	2.7x

CONVERSION & REVENUE OVER TIME
Conversions
Revenue (₹)
400
300
200
100
0
₹ 40L
₹ 30L
₹ 20L
₹ 10L
₹ 0
Jun 01
Jun 08
Jun 15
Jun 22
Jun 29

INSIGHTS

- Organic traffic increased 19.6% compared to previous month.
- PPC conversions improved by 16.5% with lower CPC.
- Revenue increased 23.3% compared to last month.
- Bounce rate improved by 6.7%.
- Overall ROI improved by 19.4%.

CONVERSION FUNNEL

Stage	Users	Conversion Rate
Traffic (Visitors)	125,430	100%
Leads	8,632	6.88%
Conversions	2,514	2.00%
Customers	1,806	1.44%

TOP PAGES BY CONVERSIONS

Page	Conversions
/digital-marketing-course	842
/seo-training	582
/ppc-advertising	412
/social-media-marketing	365
/content-marketing	313

DEVICE BREAKDOWN
125,430
Sessions

Desktop	54.2%
Mobile	37.6%
Tablet	8.2%

ROI OVER TIME
385%
ROI
600%
400%
200%
0
Jun 01
Jun 08
Jun 15
Jun 22
Jun 29

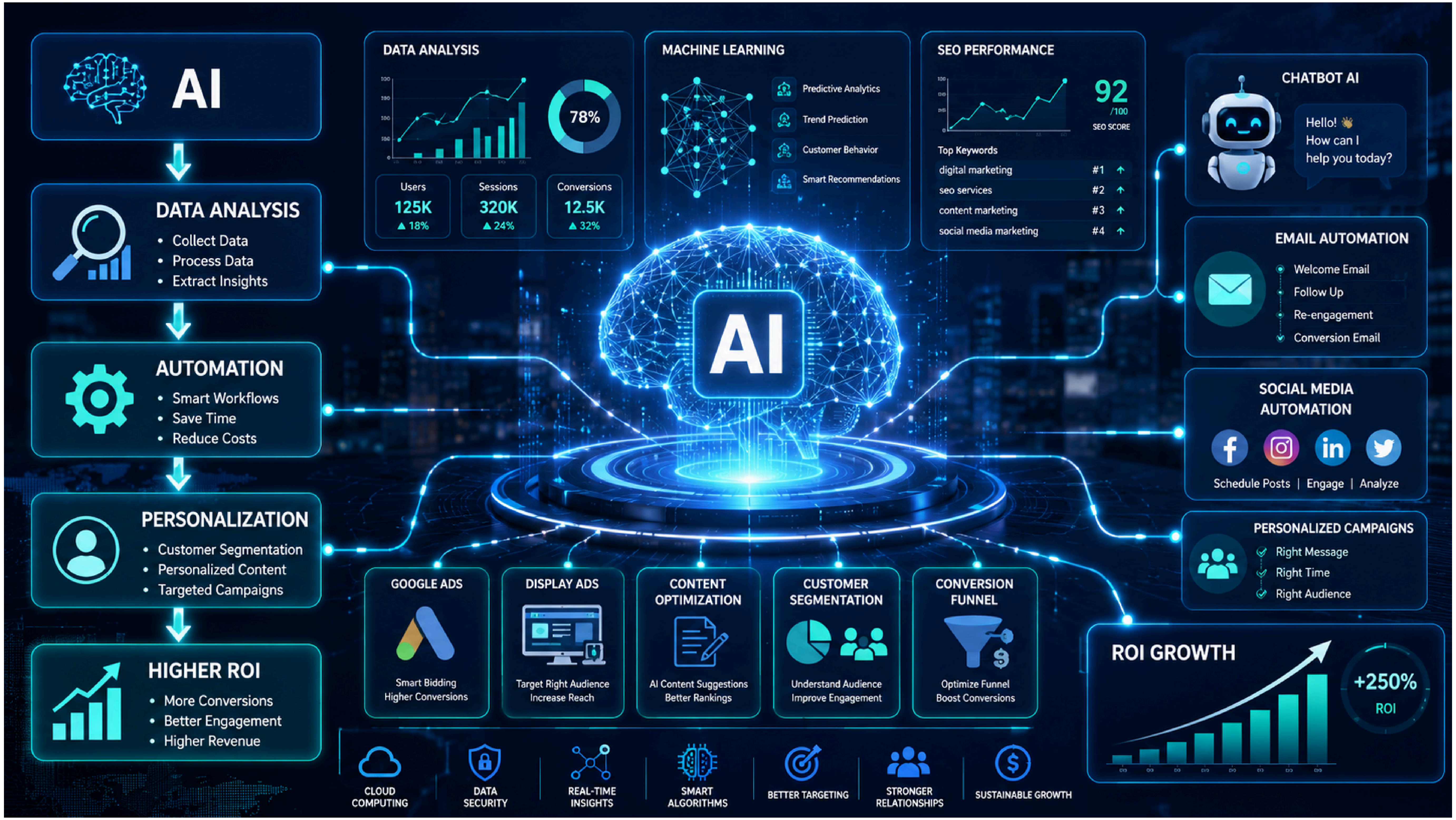
REPORT SUMMARY

This dashboard provides a 360° overview of digital marketing performance across all major channels.

A digital marketing dashboard combines data from multiple channels into one view. This helps marketers monitor campaign performance, identify trends, and make informed strategic decisions.

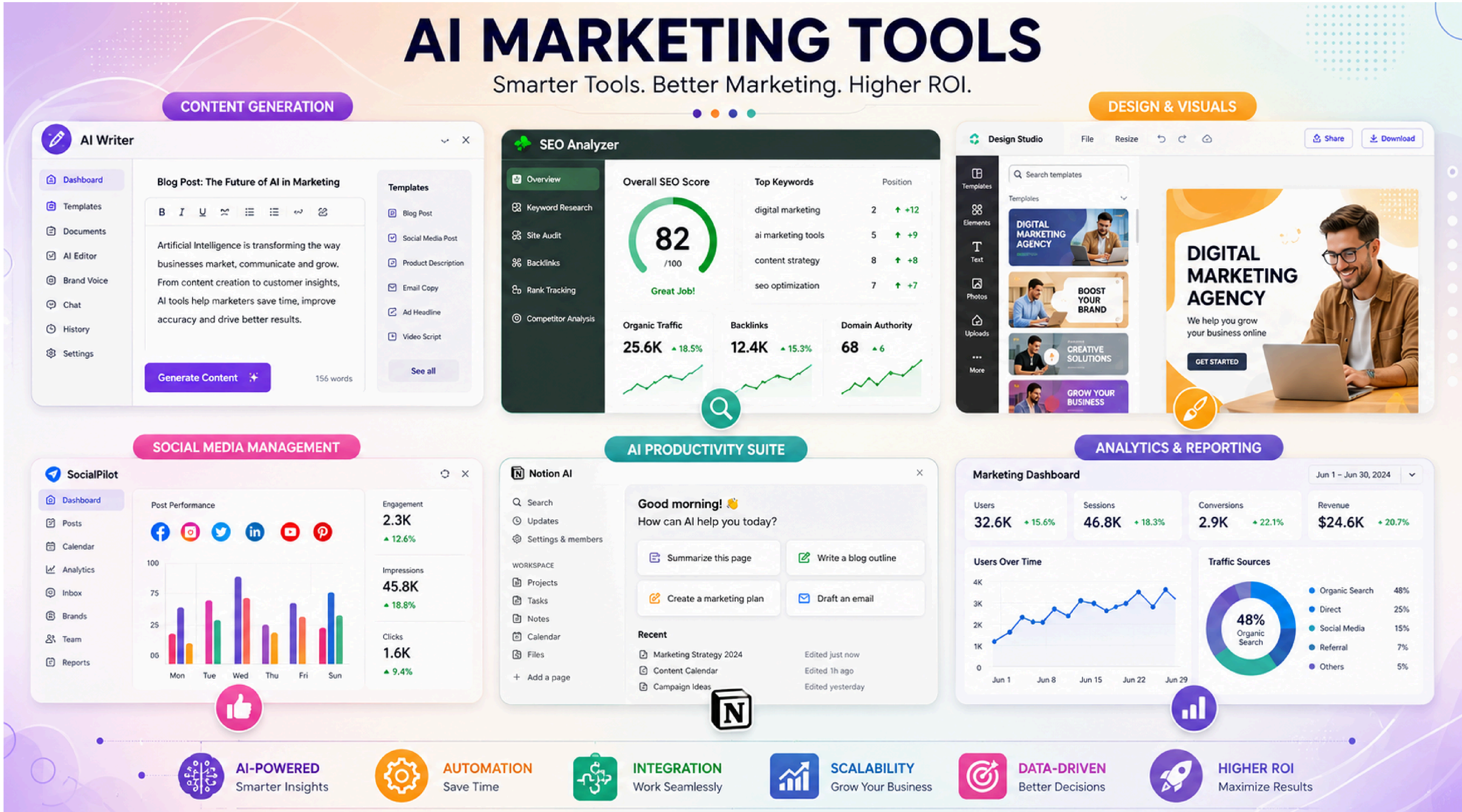
AI in Digital Marketing

Artificial Intelligence is transforming digital marketing by automating repetitive tasks and improving decision-making. AI analyzes large datasets, predicts customer behavior, personalizes experiences, and helps marketers create more effective campaigns.


AI
DATA ANALYSIS
Collect Data
Process Data
Extract Insights
AUTOMATION
Smart Workflows
Save Time
Reduce Costs
PERSONALIZATION
Customer Segmentation
Personalized Content
Targeted Campaigns
HIGHER ROI
More Conversions
Better Engagement
Higher Revenue
DATA ANALYSIS
78%
Users
125K
▲ 18%
Sessions
320K
▲ 24%
Conversions
12.5K
▲ 32%
MACHINE LEARNING
Predictive Analytics
Trend Prediction
Customer Behavior
Smart Recommendations
SEO PERFORMANCE
92
/100
SEO SCORE
Top Keywords
digital marketing #1
seo services #2
content marketing #3
social media marketing #4
AI
CHATBOT AI
Hello! 👋
How can I help you today?
EMAIL AUTOMATION
Welcome Email
Follow Up
Re-engagement
Conversion Email
SOCIAL MEDIA AUTOMATION
Schedule Posts | Engage | Analyze
PERSONALIZED CAMPAIGNS
Right Message
Right Time
Right Audience
GOOGLE ADS
Smart Bidding
Higher Conversions
DISPLAY ADS
Target Right Audience
Increase Reach
CONTENT OPTIMIZATION
AI Content Suggestions
Better Rankings
CUSTOMER SEGMENTATION
Understand Audience
Improve Engagement
CONVERSION FUNNEL
Optimize Funnel
Boost Conversions
ROI GROWTH
+250%
ROI
CLOUD COMPUTING
DATA SECURITY
REAL-TIME INSIGHTS
SMART ALGORITHMS
BETTER TARGETING
STRONGER RELATIONSHIPS
SUSTAINABLE GROWTH

Top AI Tools for Marketrs

AI tools help marketers create content, optimize SEO, design visuals, automate workflows, and improve productivity. The right combination of tools saves time while maintaining quality and consistency.

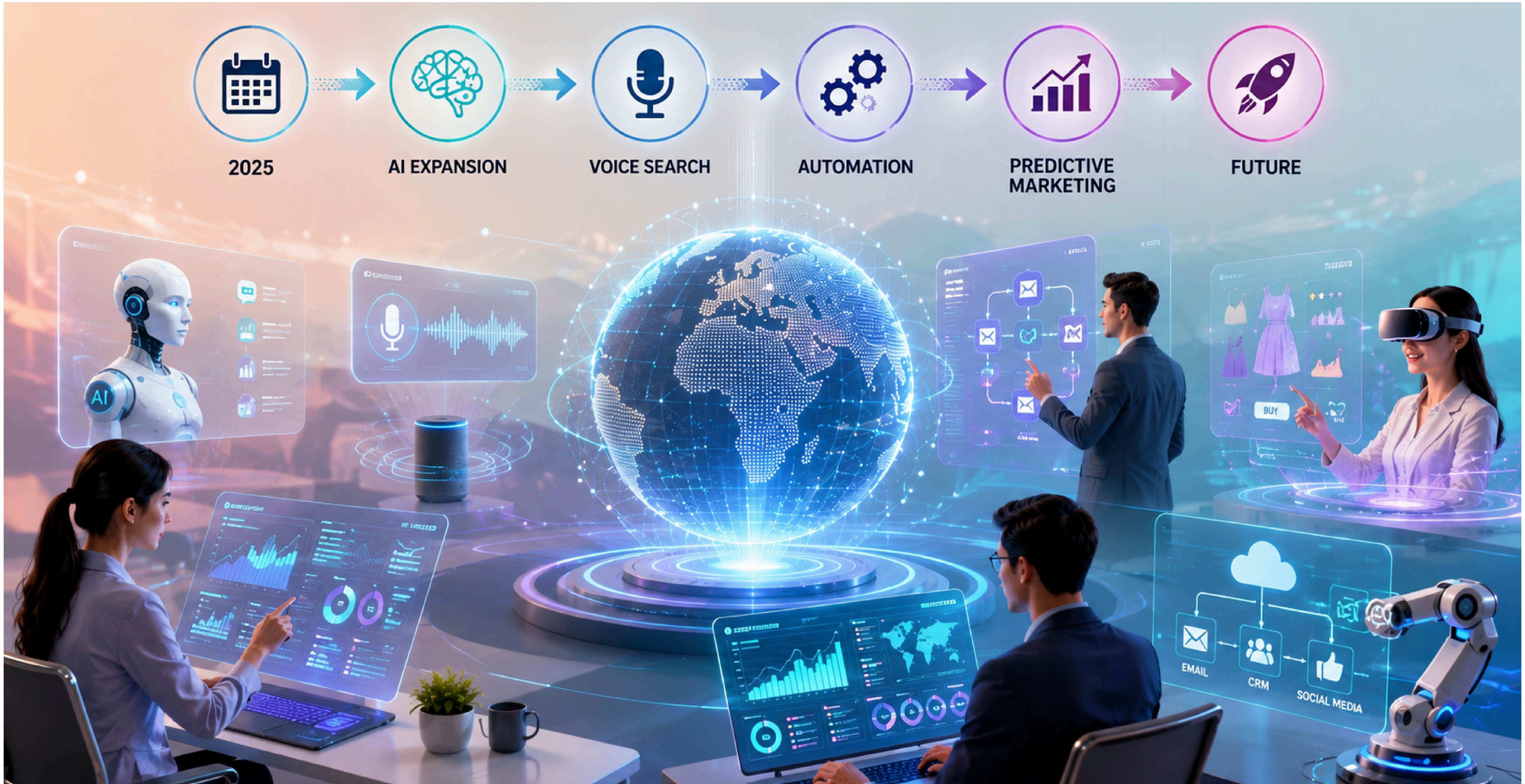

AI MARKETING TOOLS
Smarter Tools. Better Marketing. Higher ROI.
CONTENT GENERATION
AI Writer
Dashboard
Templates
Documents
AI Editor
Brand Voice
Chat
History
Settings
Blog Post: The Future of AI in Marketing
Templates
Blog Post
Social Media Post
Product Description
Email Copy
Ad Headline
Video Script
See all
Generate Content
156 words
SEO Analyzer
Overview
Keyword Research
Site Audit
Backlinks
Rank Tracking
Competitor Analysis
Overall SEO Score
82
/100
Great Job!
Top Keywords
Position
digital marketing 2 +12
ai marketing tools 5 +9
content strategy 8 +8
seo optimization 7 +7
Organic Traffic 25.6K 18.5%
Backlinks 12.4K 15.3%
Domain Authority 68 6
DESIGN & VISUALS
Design Studio
File
Resize
Share
Download
Templates
Elements
Text
Photos
Uploads
More
Search templates
DIGITAL MARKETING AGENCY
BOOST YOUR BRAND
CREATIVE SOLUTIONS
GROW YOUR BUSINESS
DIGITAL MARKETING AGENCY
We help you grow your business online
GET STARTED
SOCIAL MEDIA MANAGEMENT
SocialPilot
Dashboard
Posts
Calendar
Analytics
Inbox
Brands
Team
Reports
Post Performance
100
75
25
00
Mon
Tue
Wed
Thu
Fri
Sun
Engagement 2.3K 12.6%
Impressions 45.8K 18.8%
Clicks 1.6K 9.4%
AI PRODUCTIVITY SUITE
Notion AI
Search
Updates
Settings & members
WORKSPACE
Projects
Tasks
Notes
Calendar
Files
Add a page
Summarize this page
Write a blog outline
Create a marketing plan
Draft an email
Recent
Marketing Strategy 2024 Edited just now
Content Calendar Edited 1h ago
Campaign Ideas Edited yesterday
ANALYTICS & REPORTING
Marketing Dashboard
Jun 1 – Jun 30, 2024
Users 32.6K 15.6%
Sessions 46.8K 18.3%
Conversions 2.9K 22.1%
Revenue $24.6K 20.7%
Users Over Time
4K
3K
2K
1K
0
Jun 1
Jun 8
Jun 15
Jun 22
Jun 29
Traffic Sources
48% Organic Search
Organic Search 48%
Direct 25%
Social Media 15%
Referral 7%
Others 5%
AI-POWERED Smarter Insights
AUTOMATION Save Time
INTEGRATION Work Seamlessly
SCALABILITY Grow Your Business
DATA-DRIVEN Better Decisions
HIGHER ROI Maximize Results

Artificial Intelligence is transforming the way businesses market, communicate and grow. From content creation to customer insights, AI tools help marketers save time, improve accuracy and drive better results.

Good morning! 👋
How can AI help you today?

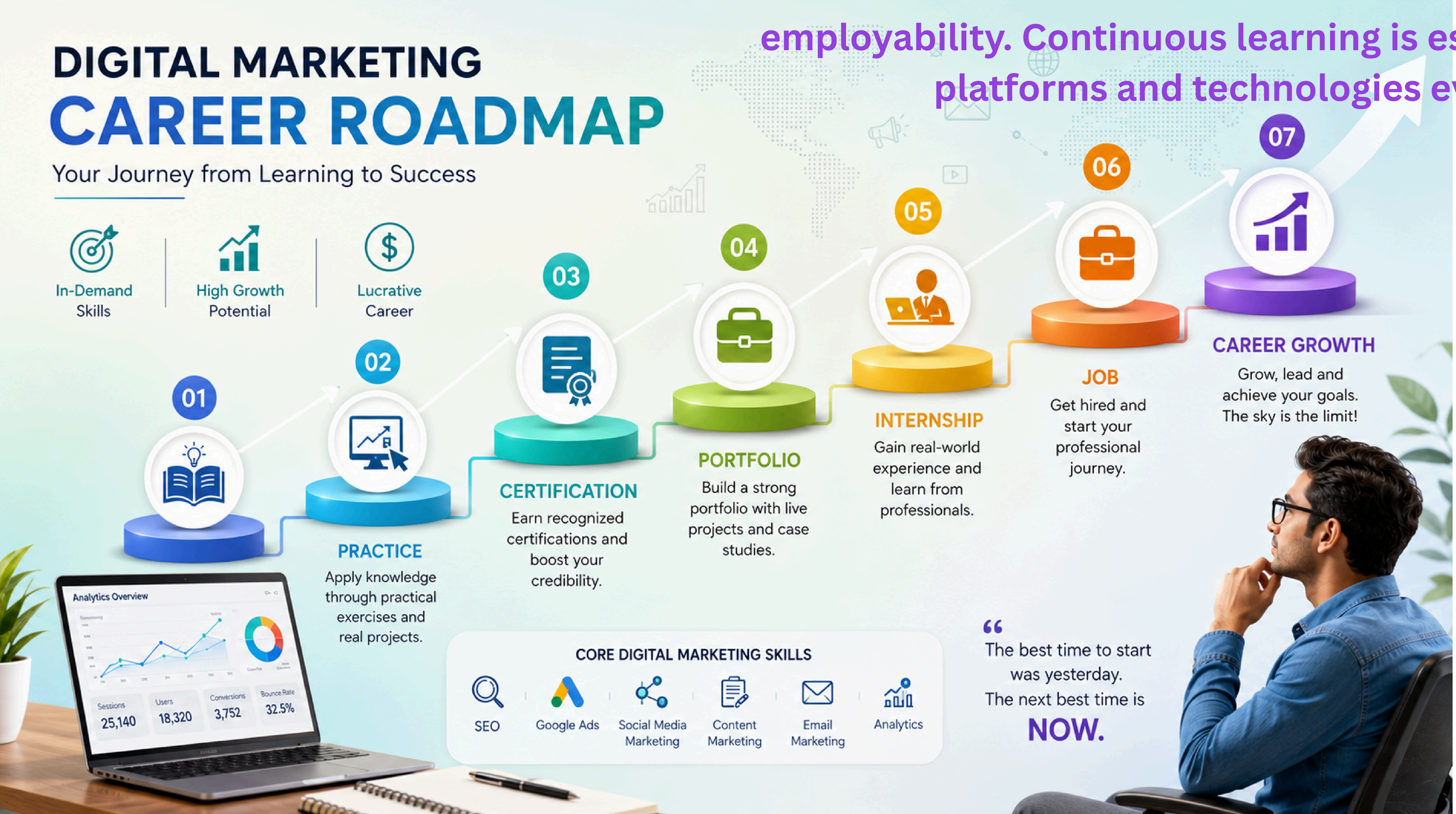
Future Trends in Digital Marketing

Digital marketing continues to evolve rapidly. Businesses that adopt AI, optimize for voice search, create interactive experiences, and prioritize first-party data will be better positioned for future success.


2025
AI EXPANSION
VOICE SEARCH
AUTOMATION
PREDICTIVE MARKETING
FUTURE
AI
BUY
EMAIL
CRM
SOCIAL MEDIA

Digital Marketing Career and Certification

Digital marketing offers diverse career opportunities across industries. Professional certifications validate skills and improve employability. Continuous learning is essential because digital platforms and technologies evolve rapidly.



DIGITAL MARKETING CAREER ROADMAP

Your Journey from Learning to Success

In-Demand Skills | High Growth Potential | Lucrative Career

01

02 **PRACTICE** Apply knowledge through practical exercises and real projects.

03 **CERTIFICATION** Earn recognized certifications and boost your credibility.

04 **PORTFOLIO** Build a strong portfolio with live projects and case studies.

05 **INTERNSHIP** Gain real-world experience and learn from professionals.

06 **JOB** Get hired and start your professional journey.

07 **CAREER GROWTH** Grow, lead and achieve your goals. The sky is the limit!

CORE DIGITAL MARKETING SKILLS

SEO | Google Ads | Social Media Marketing | Content Marketing | Email Marketing | Analytics

“The best time to start was yesterday. The next best time is **NOW.**

DIGITAL MARKETING

Thank You!

For Your Time and Attention

Let’s Build Smarter Brands, Together.

- SEO
- GOOGLE ADS
- SOCIAL MEDIA
- CONTENT MARKETING
- EMAIL MARKETING
- ANALYTICS